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From editors

Cultural and nature tourism are two main types of sightseeing tourism. Cultural tourism is directly connected with trips, where the main purpose of visit is the eagerness to expand the knowledge of destinations and places of cultural heritage and participation in different kinds of cultural events. The core of cultural tourism product lies within totality of tangible assets, services, places, events, people and ideas and the combination of those elements that can be offered to tourists in order to meet their needs or cultural desires, relatively elicit such needs among tourists.

The issues of cultural tourism, as a branded tourism product of cities, towns and regions is presented in two consecutive toms of the series published by The Chamber of Tourism and Leisure of the University of Business in Wroclaw, titled: „Tourism Role in the Regional Economy”. In the Volume 6, the theoretical frameworks of cultural tourism are presented, as well as cultural tourism products and European examples. The Volume 7 concerns examples of cultural tourism products in Polish towns, cities and regions.

The authors of particular articles are representatives of Polish and foreign scientific centers, collaborate with the Chamber of Tourism and Leisure.

Editorial initiative of the University of Business, concerns cultural tourism as a branded tourism product of cities, towns and regions refers to the honorable title for Wroclaw as the European Capital of Culture 2016.
Abstract: The purpose of the study is to analyse and evaluate how the ‘Creative Villages’ programme functions and the influence of the programme on the development of tourism in areas in which it operates, as well as to distinguish external factors which favourably stimulate tourist activity in rural areas of Lower Silesia. The research was carried out on the basis of a survey questionnaire (CAWI – Computer-Assisted Web Interview), and so the results have an original character. The research covered all the entities participating in the ‘Creative Villages’ programme in Lower Silesia. The final sample encompassed 18 organisations, which is a response of 82%. The research showed what a direct impact joining and implementing the ‘Creative Villages’ programme has had on a given area. The research is only concerned with organisations taking part in the ‘Creative Villages’ programme which are located in Lower Silesia. The research presents the benefits of tourism for the entire region and for the local communities participating in the programme. It forecasts the further development of the programme, as well as an increase in the attractiveness of other rural areas for tourism. The results of the research may be used in the development strategies of local government units. The results of the research contained in this publication are not included in literature on the subject. The article presents the results of original and unique research.

Key words: creative villages, rural areas, tourist product of the region, Lower Silesia, development, tourism, local community

Introduction

Already in the ancient times the greek philosopher Heraclitus of Ephesus used to say ‘panta rhei’, which means ‘everything flows’. It is the shortest and the most concise way of expressing the rule of change in the Universe. It means ‘only’ or ‘as much as’ the changes are unavoidable, incessant and we usually have no influence on them. The doctrine of the greek philosopher can be attributed to any field of life. We witness that the lifestyle of people in particular
countries and regions as well as values, represented hierarchy, technology, life conditions or ways of communicating are changing. Science and art are also evolving. And everything that is around us is being developed.

Some changes are slow and we notice them after many years, others are so dynamic that not everybody is able to keep up with them.

The economies on particular continents are changing, new branches of industry and services sectors are being explored but, in the first place, proportions between appropriate economic sectors: agriculture, industry and services are changing.

Looking at the world economic history we can see an analogy, namely that the period of great development in agriculture, the subsequent era of industry and the dynamic services development was slowly followed by the next cycle of agriculture development. However, a bit different than the one before and rather not having much to do with mechanization and industrialization. A trend that is close to nature, involving local communities and balanced development of natural areas. At the same time this trend is much faster.

A perfect example of it are theme villages which started to appear after World War II. At first in the USA in the 1950s. In 1953 in Hampshire the Santa’s Village (www.facebook.com/exploresantasvillage) was built, the Dutch Village in the state of Michigan and the Bottle Village in California. The theme villages appeared also in China – the National Minorities Park in Pekin, in Korea – the cities Poohang, Keongju and Yeongju were changed into places where Korean culture and the life of rural community can be experienced. Also in Australia Warner Bros theme parks and Upper Canada Village in Canada were built, which take us back to 1860.

The trend came to Europe in the 1970s. At that time first theme villages were built in the Netherlands, in Germany (Nattenheim – The Village Wich, Purgstall – the Village House of Books, Malzhausen – the Cow Village), in Austria (Armschlag – the Poppy Village, Schwarzenbach – the Celtic Village, Ybbsitz – he Village Blacksmith), in France (the Feng Shui Village). In subsequent years in Portugal (Santana – the Artisan Village), in Romania (Sibia – Astra Folk) and in Scandinavia (the Santa’s Village in Rovaniemi, the Troll Village, the Village of the Children of Noisy Village and the Linnaeus Garden in Upsala).

In Poland theme villages appeared in the middle of 1990s as an example of changes in the agriculture areas and different ways of their use. Since then theme villages have continuously developed their activity involving local community, non-governmental organisations and teaching partnership on different levels: public-legal-social. In effect it brought many benefits not only in economic but also in social-cultural dimension.

Determinants of formation and development of theme villages in Poland

Because of the growing competition between regions within the scope of creation and promotion of tourist product unique local conditions, as well as coherent promotion, whose aim is to create the region image (Niezgoda 2006), become meaningful.

However, these are expensive measures, which require both long-term strategic planning on the district level and involve many people.

In the source literature we can notice that the theme offers of different kinds are a response to the changes in the economy. Cities, in which the industry decreases, and villages where there are fewer farmers look for new ways of development, their new identities.

A theme village is a village whose development is subordinated to a leading idea, a theme. Thanks to that a village becomes distinguishable and only one of its kind. On the example of many theme villages it can be noticed that a village concentrating on a particular course or way of development develops better economically and socially (W. Idziak) in comparison to other villages with a similar initial state.

The village potential is very meaningful here. It is the sum of human, social, economic and agrarian capital. The village potential influences directly:

- life standard – mainly the financial situation,
- life quality – non-financial situation and intangible assets,
- village identity and values of rural life,
- existence – economic conditions.

In the recent years Polish rural areas have experienced many changes. Some villages develop and make use of their potential, others fall and depopulate. The age and education structure as well as the relation of the incomes and employment in agriculture to other activities change. All the factors influence social development and the growing interest in the social economy issues.

One of the main conditions of creating theme villages is revitalization of post-agricultural buildings. The term revitalization means further revival or renewal of something that has been already deprived of vitality. When talking about space or architectural buildings, including post-agricultural buildings, there are two meanings of revitalization: technical one- that means exposing buildings to renovation, and social-economic one – that is giving them a new function.

The way of revitalization depends on different factors, e.g. the culture of local community, the condition of a building or the whole space, the economic interests. Revitalization measures are usually thought to be big economic undertakings or huge investments. It is the simplest approach. However,
when the fact that the places being revitalized have to play social, cultural and economic role in the society is taken into consideration, the process may look slightly different. Then there is a chance the place will be reborn as a new one, fulfilling new functions (M. Idziak).

Each of the theme villages was formed to satisfy the needs of the inhabitants. In some cases education development was the priority, in others social integration or trying to save the culture and rural values from oblivion.

In the recent 20 years time over 80 big theme villages have been formed in Poland. The idea was welcomed in rural areas and there are new theme villages being created every year.

### Tab. 1. Theme villages in Poland (in particular districts)

<table>
<thead>
<tr>
<th>Name of a theme village</th>
<th>Name of a village</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wioska Hobbitów</td>
<td>Sierakowo Słowińskie</td>
<td>West Pomeranian</td>
</tr>
<tr>
<td>Wioska Końca Świata</td>
<td>Iwącino</td>
<td>West Pomeranian</td>
</tr>
<tr>
<td>Wioska Labiryntów i Żródeł</td>
<td>Paproty</td>
<td>West Pomeranian</td>
</tr>
<tr>
<td>Wioska Dobrej Energii</td>
<td>Brzóźki (Nowe Warpno)</td>
<td>West Pomeranian</td>
</tr>
<tr>
<td>Kraina Fantazji</td>
<td>Karwno</td>
<td>Pomeranian</td>
</tr>
<tr>
<td>Stołecznińska Wies</td>
<td>Gogolewo</td>
<td>Pomeranian</td>
</tr>
<tr>
<td>Wioska Grzybowa</td>
<td>Male Gacno Krzywogoniect</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Miodowa</td>
<td>Wielki Mędromierz</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Ptasia Wioska</td>
<td>Kęsowo</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Górnicza</td>
<td>Piła (gmina Gostycyn)</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Chlebowa</td>
<td>Świękawatowo</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Kwiatowa</td>
<td>Ząbno</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Jabloni</td>
<td>Jablonka</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Orzechowa</td>
<td>Golub - Dobrzyń</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Owocowa</td>
<td>Węgiersk</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Osada Ciąsowa</td>
<td>Wysoka k. Iwca</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wies Maciejowej Duszy</td>
<td>Macikowo</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Borowiacka Wojska</td>
<td>Nowy Sumin</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Wioska Ufo</td>
<td>Wylatowo</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Nadwiślańska Wieś Mennoniczka</td>
<td>Chrostkowo (gmina Świecie)</td>
<td>Kuyavian-Pomeranian</td>
</tr>
<tr>
<td>Park Jurajski</td>
<td>Báltów</td>
<td>Świetokrzyskie</td>
</tr>
<tr>
<td>Kraina Legend Świętokrzyskich</td>
<td></td>
<td>Świetokrzyskie</td>
</tr>
<tr>
<td>Osada Średniowieczna</td>
<td>Huta Szkłana (gmina Bieliny)</td>
<td>Świetokrzyskie</td>
</tr>
<tr>
<td>Chłez z przygodą</td>
<td>Ruda</td>
<td>Podlaskie</td>
</tr>
<tr>
<td>Przysiółek Pasowa Chata</td>
<td>Krypno</td>
<td>Podlaskie</td>
</tr>
<tr>
<td>Rybia Góra</td>
<td>Góra</td>
<td>Podlaskie</td>
</tr>
<tr>
<td>Kraina Słownian</td>
<td>Obrubniki</td>
<td>Podlaskie</td>
</tr>
<tr>
<td>Wieś Ducha Puszczy</td>
<td>Czarna Wieś Kościenla</td>
<td>Podlaskie</td>
</tr>
</tbody>
</table>
On the basis of the table it can be noticed that there are 84 theme villages in Poland. The biggest village cluster is in the districts: Lower Silesian (23 villages), Warmian-Masurian (15 villages) and Kuyavian-Pomeranian (14 villages). It is a sign of greater social stimulation in the above mentioned districts. There are probably convenient conditions for development of grassroots ideas which connect different partnership.

At the same time, it can be seen that the districts: Lower Silesian, Warmian-Masurian and Kuyavian-Pomeranian are part of very attractive areas in terms of culture, tourism and landscape. These are perfect examples of very good use of natural, social and economic potential of the region.

In the West Pomeranian and Pomaranian districts on the other hand, despite the great natural-tourist potential the idea theme villages couldn’t have been used to develop the regions. It should be emphasised that, on account of no promotion activities, the first theme villages in Poland (in the West Pomeranian and Pomeranian district) failed to attract tourist attention.

In Europe and recently also in Poland so called agricultural clusters have been formed. Their task is to transform agricultural activity into business. When analysing accessible information about such clusters in the world we can assume that in the areas with theme villages there will soon be clusters with the aim to connect the interests of social subjects and business. New partnership will arise and their activity will be monitored and developed by the clusters.

A perfect example of connecting activities towards Polish village development is the National Rural Network (www.ksow.pl). Its aim is to introduce initiatives in the rural areas, training of the local activity groups, many-sided stimulation of villages and promoting of the sustainable development of the city.

The ‘Idea Village’ project

The Lower Silesian district has all the conditions needed to become an agrarian power: good soil, various traditions, qualified staff and well equipped farms. It is the high time to spell it out. It is the time for bigger profits and reasonable cooperation on many bases.

Since 2012 the programme ‘Idea Village’ (www.wioskizpomyslem.pl) has been carried out in the Lower Silesia district. The programme was co-financed by the European Union within the scope of ‘Rural Development Programme for the period 2007–2014’. The aim of the project is to start cooperation of theme villages in the region and support rural organisations within social economy instruments, creating thematic offers and developing rural entrepreneurship. The programme is a model one and it is still being developed. The founders try to gain various measures to carry it out. They also try to obtain continuous advisory services of experts in terms of place offers and cooperation within the ‘Idea Village’. At the time being the ‘Idea Village’ involves 22 places. Their deployment in the district is presented on the map (www.wioskizpomyslem.pl).

Fig. 1. The programme ‘Idea Village’ in the Lower Silesia district
Source: www.wioskizpomyslem.pl.

The development perspectives of each of the villages is based on social-economic analysis. That is why associations gathering active people who live in particular places and get involved in the social life are formed. The associations win the funds from different sources to finance their activity
Cultural tourism as a branded tourism product... (products in Poland)

The research method was an opinion poll because it helps to gather original data. The questionnaire consisted of 15 closed, half-closed and scale questions. The results show the functioning of places in the programme ‘Idea Village’ directly. Most of the asked subjects (83.3%) joined the programme ‘Idea Village’ in 2013 while 11.11% in 2012 and 5.56% in 2014. It means that the greatest development growth of the programme was in 2013. In 2014 there was a slowdown in joining the programme. It may be the result of training courses and preparing further places to join it. However, it may also be the result of market saturation and the fact that the programme ‘Idea Village’ has been already fully developed and will stay on this level for some time. It should be taken into consideration that the year 2014 was a transitional one between EU programmes co-financing social activity: the funds 2008–2013 were allocated whereas the funds 2014–2020 not yet.

In case of 100% subjects taking part in the study joining the programme was preceded by training courses and other informing activities. It shows involvement of the subjects responsible for the organisation of social economy activities in a particular region. In this case it is the Office of the Marshal of the district Lower Silesian and local government offices of the places taking part in the project.

Next question concerned the length of preparing village offers and the answers were as follows: in 44.44% cases the preparation took 6 months, in 33.33% – forming ‘Idea Village’ lasted 6–12 months whereas in 16.67% – 1–1.5 year and in 5.56% 1.5–2 years. The preparation did not take more than 2 years in any of the places. The schedule above shows a regular and dynamic activity of the coordinators who conduct trainings and help local people in dispelling current doubts about forming and running a theme village.

Next two questions present how the number of people preparing a theme village offer changes in relation to those who are later involved in the ‘Idea Village’ project. The answers are presented in the Table 2.

On the basis of the above analysis it can be noticed that usually 4–6 people are involved in preparing a theme village offer. The number in this group decreases later and it looks as follows: 4–6, 7–9, 10–12, 13–15 people. It is probably the result of dropping off people being initially involved in the process of fulfilling the theme village project but also joining new people who like the idea of development.
Next question concerned ways of financing theme villages. The answers of the respondents are showed on the Figure 2.

![Figure 2: Ways of financing a theme village](image)

In most cases the inhabitants co-financed forming of a theme village themselves. According to the respondents in 33.33% villages were co-financed by the EU. As sources named ‘others’, which make 22.22% of the answers given, were mentioned: the Green Action Foundation, co-financing by a different foundation and by a different association.

In the question number 7 the respondents were asked if the local people gain any profits from the theme village offer. All the people questioned, that is 100%, gave a positive answer, which is a sign of social and economic profits, as well as the expected village development.

Next question concerned detailed profits that are gained by local people and the answers are as follows.

![Figure 3: Benefits of the local community from theme villages](image)

The graph above presents the answers of the respondents, which show social benefits of theme village functioning. It means the programme fulfills its guidelines because it contributes to the development of human capital. The programme ‘Idea Village’ in many cases initiates processes of building social bonds and developing of widely understood undertakings of social economy. The people directly involved in theme villages notice also other profits such as: improved appearance, better sale of local products and all the financial profits.

The financial aspect was directly touched on in the next question. 55.56% of the people questioned confirmed that the local community gains additional profits connected with running a theme village whereas 44.44% of the respondents said they gain no such profits.

A very positive image of theme villages is built by the fact that 100% of those questioned confirmed that in their villages there are more people visiting their place. These may be accidental people, however looking at the activity scale of particular villages it seems more probable that these are the theme villages which attract tourists. Looking at the development process of other regions in Poland we can assume that the increased number of tourists will definitely cause development of the places throughout the development of services sector.

Answers to further questions are very interesting. They concerned creating new facilities in villages taking part in the ‘Idea Village’ programme. The results were compiled in the following table:

<table>
<thead>
<tr>
<th>Are the new facilities being built:</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shops</td>
<td>5.56</td>
<td>55.56</td>
</tr>
<tr>
<td>Boarding houses</td>
<td>11.11</td>
<td>50.00</td>
</tr>
<tr>
<td>Restaurants/bars</td>
<td>0.00</td>
<td>50.00</td>
</tr>
<tr>
<td>Service points</td>
<td>11.11</td>
<td>44.44</td>
</tr>
<tr>
<td>others</td>
<td>33.33</td>
<td>27.78</td>
</tr>
</tbody>
</table>

The correlation of the answers to the two questions above may mean that through running a theme village the number of tourists grows but it doesn’t necessarily mean any boost in the tourist service quality. It may be the result of relatively short period that has passed since the introduction of theme villages in particular places. Another cause can be the shortage or improper promotion of theme villages in the region.
Next two questions concerned promotion issues. 44.44% of the questioned does some promotion activity whereas 5.56% doesn’t.

Types of promotion activities that are done by the respondents is showed on the graph 4.

![Promotion Activities Graph](image-url)

**Fig. 4. What kind of promotion do you apply?**
*Source: own study on the basis of a research.*

The graph above shows that the people working in theme villages use traditional promotion channels like taking part in meetings, conferences, trade fairs, advertisements in community newspapers, as well as modern promotion channels such as websites and social networking profiles. 5.56% of the people questioned indicated joining different projects organized by other institutions as a form of promotion. The answers given show that the people working in theme villages are outgoing, willing to learn, experience and introduce new instruments that could be helpful in developing the idea of theme villages.

The answers to the last two questions are very optimistic. Namely 100% of the respondents said they are happy about having a theme village in their area and 94.44% claim they would undertake the effort of creating such a village once again. Only 5.56% wouldn’t be willing to do that. These answers definitely show increase in social satisfaction because of the ‘Idea Village’ programme and the increase in meaning of local social economy undertakings in the district Lower Silesian.

Analysing the data obtained as a result of conducted research it can be noticed that the ‘Idea Village’ programme influences rural areas positively. The study shows that the places with theme villages develop in terms of tourism. Also the whole region together with local people gains some profits.

The only challenge for the existing theme villages that is suggested as a result of the conducted study are issues concerning promotion and strengthening of the positive image. However, taking changes into consideration, which were made in the areas connected with the ‘Idea Village’ programme, this problem will soon cease to exist as well.

The results of the study can be used by the existing theme villages to improve their rules of functioning and by organizations which are planning to create a theme village. Also the development strategies of local government units can make use of these results in the development strategies of particular local governments.

**Summary**

‘May you live in interesting times’ used to say ancient Chinese. We surely do live in interesting times in terms of the number of changes in the contemporary world and their pace.

In many spheres of life the dogmas change and a completely new interpretation of many issues emerges. Looking at the rural areas of Lower Silesia we can see many various changes which concern perception of the village, its inhabitants and possibilities. The inhabitant structure changes – very often people from big cities such as Wroclaw settle in the surrounding rural areas, the education level as well as the perception of the world and perspectives change. People are more willing to make use of social economy instruments and start to create new partnerships, which affect the development of the region positively.

A perfect example of such an activity is the programme ‘Idea Village’, which has helped rural organizations in forming partnerships and contributing to the development of rural areas in the Lower Silesia district since 2012. This programme acts in an organized, well-thought-out way so that it brings as many profits to the local communities as possible. Through various training courses, workshops and competitions the inhabitants get involved in undertakings which will be able to function in a long term. The ‘Idea Village’ programme helps to involve people from the same places in local activities and influences the growth of human and social capital meaning. The programme influences the image of the region and its tourism development through grassroots activities of the local communities. It makes use of current tourist trends in a very good way, such as the possibility of going on regular but short trips.
Taking the present evolution of the ‘Idea Village’ programme into account we can assume that in the region of Lower Silesia more theme villages will be created. They will bring satisfaction and jobs to the inhabitants as well as an alternative of spending free time outside big agglomerations.

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Cultural tourism of Będzin-Grodziec
with particular emphasis on St. Dorothy Mount

Abstract: The industrial dimension of economic development almost went down in history and the potential of the culture, art and tourism in a broad sense, unnoticed for many years – in conjunction with marketing activities and public relations – begin to influence strongly the development of the region and its attractiveness in various aspects. Modern concepts and theoretical models developed by economists are becoming more and more effectively implemented in such areas as cultural management, management of cultural tourism, etc.

The paper is focused on the issues of cultural and tourism revitalization of one of the most interesting parts of Będzin, which is rich in monuments and cultural heritage objects. Unique character of Będzin-Grodziec is underlined by St. Dorothy Mount – a hill towering over the district. In the paper the case study of marketing and promotional activities is described as an example of the benefiting from opportunities, potential and various advantages of this place.

The aim of this paper is to present: the issues of cultural tourism of Będzin-Grodziec as a synthetic urban product of Będzin as well as the marketing strategy of cultural tourism of Będzin-Grodziec. The product portfolio of cultural tourism of Będzin-Grodziec is presented and also its current marketing activities, marketing events and events in cultural tourism are discussed. Next, the paper discusses the plans and projects of promoting the cultural, technical and industrial monuments. The essentials of the paper are the points that describe the issues related to the tourist revitalization of St. Dorothy Mount such as the Non-Governmental Organizations projects, marketing events promoting St. Dorothy Mount, as well as marketing plans related to the development of the attractiveness of this place.

Key words: regional cultural tourism, tourism and cultural revitalization, marketing of cultural tourism

Introduction

Progressive and the take-up rate marginalization of culture, tourism and recreation spheres in the 1990s and in the first years of the twenty-first century began to result in the disappearance of its valuable institutions and entities
and the disappearance of adequate infrastructure and technical facilities. However, this process slowed down in recent years and it can be assumed that it continues reconstruction the values of which are carried by cultural heritage, mainly due to the decentralization of the decision and the takeover of competence by the local authorities and local governments in the popularization of culture, art and cultural tourism.

Managing the development of cultural tourism is impossible to imagine without the specific, formal legislative action. Established acts of local law include in its framework even if issues such as the implementation of the development strategy, cooperation programs, development plans, projects or social initiatives.

Raised in the article the issue of cultural tourism of Będzin-Grodziec with particular emphasis on St. Dorothy Mount is an expression of years of experience, observations, as well as the author’s interests. The article tries to comprehensively cover issues of cultural and tourism revitalization of, one of the most interesting and rich in the historic and cultural heritage, part of Będzin. Described aspects are intended to answer the question: how the authorities of Będzin Municipality and Będzin District and NGOs contribute to the development of cultural tourism of that place.

In this article are included the following objectives:

- learning aims – consisting of identifying marketing activities, identifying determinants of activities related to the development of cultural tourism,
- utilitarian objectives with a didactic character, because this article is intended as a case study of marketing management in the field of cultural tourism and it is also provided a set of so-called ‘good practice’ for other local government units and NGOs.

Brief characteristics of cultural tourism of Będzin-Grodziec

Będzin Municipality due to its natural, scenic, tourist and historical values is firmly focused on the development of cultural tourism in its area. Convenient location and the above-mentioned advantages of the city are the natural recreational facilities for both agglomeration of Upper Silesia and the region called ‘Zagłębie’. The diverse offer which includes almost all forms of leisure and recreation is addressed not only to the inhabitants of the municipalities and cities in the county, but also to whole voivodeship. The rich history of these lands has left them numerous historical and cultural heritage objects and whereas the nature has left many attractions that make Będzin District become a more attractive place for active recreation.

Będzin-Grodziec, due to its undoubted historical, cultural, geographical values and beauty of architectural monuments, is also focused on the development and dissemination of cultural tourism in broad sense. This process is primarily in its two main branches (Mikos von Rohrscheidt 2008, p. 52 and next) and therefore in the high culture tourism and popular culture tourism, while fairly negligible in education tourism. In the high culture tourism branch, the cultural heritage tourism is definitely dominated. It should be noted such monuments and places as:

- Church of the St. Dorothy on St. Dorothy Mount dated the seventeenth century (precisely 1635),
- the place and traces the Lusatian culture on top of St. Dorothy Mount,
- chapel with a spring on the slope of St. Dorothy Mount,
- the parish Church of the St. Catherine dated 18th century,
- The Ciechanowski palace and park from the first half of the nineteenth century,
- Villa Solvay,
- complex of building in workers’ housing estate – Boleradz,
- settlement of the barracks from the late nineteenth/twentieth century at the Konopnicka Street (so-called ‘Pekin’).

The second branch is common cultural tourism. It is the core of cultural tourism in Będzin-Grodziec. In the district there is being developed: urban tourism, cultural and natural tourism, religious and pilgrimage tourism. In the field of religious and pilgrimage tourism the most important are: Church of the St. Dorothy, Church of the St. Catherine and ‘Via Regia Route’ (St. Jacob Route) – European pilgrimage route, which runs through St. Dorothy Mount.

Moreover, there are such types of culture tourism as: popular culture event tourism, cultural and nature tourism, industrial and technical objects tourism. The first type of culture tourism is gaining more and more popularity, because St. Dorothy Mount is the site of rallies motorcycle, bicycle or hiking tours for many years and recently is also point of outdoor events organized by various NGOs. It is very likely that – with the emerging new ideas and projects in the sphere of cultural tourism of Będzin-Grodziec – many types and varieties of culture tourism that have not previously existed or occurred in vestigial form, will become an interesting, attractive and new kind of spending free time and recreation.

Whereas industrial and technical sites tourism manifests itself in learning and exploring the post-industrial buildings such as:

2 The presbytery – the entry in the register of monuments – 10/60 dated of 02/23/1960.
3 The entry in the register of monuments – A-12/60 dated of 23.02.1960.
Cultural tourism as part of the synthetic urban product of Będzin

Będzin is an example of a fundamental transformation of functions of the city. Over the two decades Będzin transformed from the city with the dominant role of industry into a town with the dominant role of services, shopping and commerce. There are the aspirations to become touristic, recreational and cultural capital of the district. The factors that determine these aspirations are:

- the picturesque location of the city and its neighborhoods (parts, districts),
- large number of green areas,
- landscape and natural values,
- historical and cultural heritage of the city and its neighborhoods (parts, districts).

Centuries of history of the city are visible almost everywhere. They are evidenced by a number of architectural and cultural heritage monuments. Będzin is a town, where, among others, the rich past of the Middle Ages is united with the present. Cultural heritage of Będzin was formed as a result of changes in economic, social and political spheres. For hundreds of years Będzin had a character of the border town, where a lot of Polish and European trails and trade routes crossed. In such circumstances, even the natural thing was that the identity was created by different cultural influences. Therefore, it contributed to coexistence of different nationalities, religions and cultures together.

All the above-mentioned determinants mean that we can talk about a synthetic, urban product which is cultural tourism. Będzin constantly expanding its offer of tourism and recreation. There are new cycle routes as a result it is possible to actively explore the sights and natural attractions located in the city. Tourist urban product is enriched additionally by a cultural offer. Periodical theater reviews and cabaret performances, exhibitions of paintings, graphics and photography, as well as concerts and performances organized by the cultural institutions of Będzin and Będzin District attracted numerous participants from the whole region. Cultural events on a national and international level also have important meaning in this respect. Splendid examples of such projects are: National Festival of Christmas Carols under the name of Kazimierz Szwarlik, Celtic Music Festival ‘Zamek’ or National Knights Tournament. Local authorities of Będzin, as well as of Będzin District constantly make efforts to expand the tourist offer of the whole city and county.

Management legal aspects of cultural tourism of Będzin-Grodziec

The effective functioning of management also depends, among others, on factors such as organizing, planning and motivating. Without properly planned programmes of action, without a clear and expressive definition of objectives, without the support of motivating the project success – there can be no good and effective management. Cultural tourism, as well as other fields, is also subjected to the above rules. The development of tourism and the culture in the broad sense is the priority actions described in many different legal documents of Będzin and Będzin District. Formal notations for actions in the field of development and dissemination of culture and cultural tourism are primarily included in such documents as:

- ‘Development Strategy of Będzin’ – Annex to the Resolution of the City Council in Będzin No. XII/109/99 dated 28/06/1999,

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4 Exploitation of coal by the coal mine ‘Grodziec’ contributed to irreversible damage of cement plant buildings and on 31st July of 1979 it was stopped production activities of the plant. Today, the buildings are quite destroyed and devastated. Entrance to the cement plant is strictly prohibited due to the risk of accidents.

5 Glorious years of the coal mine ‘Grodziec’ happened in the period 1899–1998. The coal mine was finally closed in 2001.

6 An interesting fact is that in 1934 brewery produced about 854 954 hectoliters of beer. In the postwar years, exactly in 1948, brewery was closed.

7 The steel tower is one of the few objects of this type preserved in Poland. Riveted tower was added to the ‘Industrial Monuments List of Zagłębie’.

8 There was the first and also the greatest gliders flying school in the Zagłębie Dąbrowskie. There was training center of the gliders flying school of Luftwaffe during the Second World War (1940–1944). Immediately after the war (1945–1948) it was started trainings for Polish aviation.
Document called ‘Development Strategy of Będzin’ includes a SWOT analysis. The notation called ‘Strategic priority of region VII: creating the conditions for the development of culture, recreation and tourism in the region’ as strength is given an example of St. Dorothy Mount as a place and monument of regional importance and also is indicated the availability of attractive tourist areas, as exemplified by the nearby Las Grodziecki (Strategia Rozwoju Miasta Będzina, p. 21). Priority investment and finance projects of local development are ‘raising the attractiveness of tourist and recreational St. Dorothy Mount and its surroundings’ (Strategia Rozwoju Miasta Będzina, p. 40).

Created several years ago, ‘Development Strategy of Będzin District for the years 2009–2020’ defines the strategic priorities and development goals. Development of cultural tourism is one of the main priorities in the development strategies of local governments, based on the use of owned advantages: short distance from the capital of the voivodeship and from the largest cities of region, very good road connections and proximity to the Katowice-Pyrzowice airport. Strategic priorities and associated with them objectives of planning and decision-making actions have been designated. Formal notation is in fact as follows: ‘Priority IV: Creating conditions for the development of culture, recreation and tourism in the county.

Objective: Increase the dissemination of cultural heritage of district and increase the number of tourists visiting the district.

Direction 1. The protection and promotion of cultural heritage monuments.


On the other hand, in legal document called ‘Updating the revitalization program of Będzin’ can be found notations about creating the conditions for improving the quality of inhabitants life in the field of sport and recreation: ‘implementation – in the area of St. Dorothy Mount – large-scale and multifunctional complex of leisure and recreational activities with the regional rank.’ (Aktualizacja programu rewitalizacji miasta Będzina, p. 94). Due to the lack of the concept of use the post-agricultural land in the area of St. Dorothy Mount, these solutions provide a good alternative for this undeveloped area.

**St. Dorothy Mount as an important part of the product offer of cultural tourism**

Towering over the Będzin-Grodziec hill with a height of 382 m above the sea level is a unique in many ways and very interesting place because of its advantages, which are illustrated in Table 1.

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There are many names for St. Dorothy Mount. The others are for example: St. Dorothy Hill, Dorothy Hill, ‘Dorothy’, ‘Golden Mount’, ‘Olimpus of Zagłębie’, ‘Tabor Mount’ and even ‘Mount of Transfiguration’ (to the seventeenth century).

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<table>
<thead>
<tr>
<th>Type of values</th>
<th>Examples</th>
</tr>
</thead>
</table>
| Natural and landscape | 1. The area of protected landscape with thickets called ‘czyżnie’ and also with the remnants of xerothermic grasslands.  
                        2. Great viewpoint and great landscape values. |
| Geographical      | The highest height of Będzin and one of the highest of Będzin District (382 m above sea-level) which belongs to the so-called ‘Twardowicki Plateau’. |
| Touristic and recreation | 1. Polish Hussars Route (marked red).  
                                2. 25th anniversary of Polish Tourist Country Lovers Route (marked green).  
                                3. Via Regia Route (St. Jacob Route marked distinctive shell).  
                                5. Cycling route T-3.  
| Cultural          | Place of the discovering of relics, remnants and traces of the Lusatian culture at the top of the hill. |
| Religious         | 1. The historic church P.W. St. Dorothy.  
                                2. chapel with a spring on the slope of hill Dorothy. |
| ‘Social’          | 1. Place for the bicycle rallies.  
                                2. Place for the motorcycle rallies.  
                                3. Destination of local hiking rallies.  
                                3. Place for outdoor events organized by NGOs and local authorities. |

Source: own study.

The unique values of St. Dorothy Mount were pointed out many years ago. An example of imaginative solutions and projects in the field of popularization of tourism, sport and recreation can be mentioned above the documents: ‘Development Strategy of Będzin’ and ‘Updating the revitalization program of Będzin’. In the meantime, many institutions, organizations – particularly NGOs, began efforts to promote the hill as an attractive place in almost all respects. However, realized touristic and cultural, sport and recreation events were the vast majority of all the events on the hill. The most spectacular were motorcycle rallies and bicycle rallies. The most important previous events, activities and projects are illustrated in Table 2.
Tab. 2. The most important previous events and projects realized on St. Dorothy Mount

<table>
<thead>
<tr>
<th>Name of event or project</th>
<th>Brief characteristics</th>
<th>Date of realization and the frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle Rally of Zagłębie</td>
<td>The Rally is a perfect example that the hill is so-called ‘Olympus of Zagłębie’ which contribute to the integration and cooperation both local authorities, NGOs, informal action groups as well as parish</td>
<td>August, every year, since 2009</td>
</tr>
<tr>
<td>Spring Bike Rally</td>
<td>The top of the hill is also finish of the Spring Bike Rally which is organized by: Cycling Tourism Club ‘CYKLOZA’, Polish Tourist Country Lovers – Branch in Sosnowiec, Będzin District, parish of the St. Catherine in Będzin-Grodziec, Forum for the Zagłębie Dąbrowskie, Cycling Club of Będzin ‘Ghostbikers’</td>
<td>April, every year, since 2011</td>
</tr>
<tr>
<td>Family Bicycle Rally in Grodziec</td>
<td>The organizers are primarily inhabitants of Będzin-Grodziec, informal action groups, Councilors of the City Council in Będzin. The route of the rally runs through a large part of Będzin-Grodziec with particular emphasis on cycling routes on the hill</td>
<td>June, every year, since 2007</td>
</tr>
<tr>
<td>Hiking ‘Rallies for Dorothy’</td>
<td>Rallies are organized by primary and secondary schools and two parishes of Będzin-Grodziec. The main objective of the rally is common, fun and play, but very important elements of the event were: the promotion of knowledge about the history of church of the St. Dorothy and development a sense of responsibility of young for the cultural heritage of the region</td>
<td>October, every year, since 2008</td>
</tr>
<tr>
<td>The inauguration of new point on the ‘St. Jacob Route’ (Via Regia Route)</td>
<td>Development and demarcation of the international cultural and pilgrimage route were taken by the association ‘Forum for the Zagłębie Dąbrowskie’. The trail runs from Sławków, through Będzin, Czeladź to Bobrowniki. One of the most significant points of the trail is the top Dorothy Hill, where behind the church fence was created an information board and was laid St. Jacob’s shell – the hallmarks of Via Regia Route</td>
<td>08/08/2010, once</td>
</tr>
</tbody>
</table>

Source: own study.

Intensification of promotional activities by the ‘Project: Dorothy’

In August of 2011 in Będzin-Grodziec was founded the Association ‘Project: Dorothy’. The mission of this organization was to take systematic actions to restore Dorothy Hill worthy place on the touristic, cultural, religious and natural ‘maps’ not only of Będzin District, but also of Silesian Voivodeship. Over the four years the association has implemented many important events and projects which are presented in Table 3.

Tab. 3. Events and projects organized by the Association ‘Project: Dorothy’

<table>
<thead>
<tr>
<th>Name of event or project</th>
<th>Aim and the short description</th>
<th>Date of implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Time Capsule’</td>
<td>The aim of event called ‘Time Capsule’ was leaving message from the residents of Będzin and Będzin District for future generations and a variety of souvenirs, which were included in the tube cemented in front of the church on Dorothy Hill. Participants who posted their message in the ‘Time Capsule’, received certificates confirming the placement of entries in a special book, which was closed in the tube.</td>
<td>22/10/2011</td>
</tr>
<tr>
<td>‘Christmas Tree for the Zagłębie’</td>
<td>For the first time in history at the top of the hill next to the historic church was installed Christmas tree. Tree decorated with Christmas decorations lit up hundreds of colored lights just after dusk. There was also a half-day attempt to highlight the church of the St. Dorothy, which became visible from many kilometers, attracting next guests on the hill.</td>
<td>17/12/2011</td>
</tr>
<tr>
<td>‘St. Dorothy’s Tress’</td>
<td>Competition for confectioners from the area of Będzin District for the creation of a local food product clearly identified with Dorothy Hill. The voting took place using a specially prepared cards for the best baked in the shape of the tress. There were also: competition ‘throw of plait’, competition for the longest braid made of different materials and paper by children from schools of Będzin.</td>
<td>12/05/2012</td>
</tr>
<tr>
<td>St. Dorothy Mount shown in TV program ‘Walk for health’ (‘SPAcier po zdrowie’)</td>
<td>Scenes for the film promotes Będzin District in TV program ‘Walk for health’ (‘SPAcer po zdrowie’) on TVS channel.</td>
<td>June 2012</td>
</tr>
<tr>
<td>‘Stars with the tails’ – night sky watching</td>
<td>Multimedia presentation among the others about comets (‘the stars with the tails’), evening and night observation of the sky through binoculars, monoculars, telescopes, refreshments ‘St. Dorothy’s Tress’ cake. There was also the second illumination of church of the St. Dorothy.</td>
<td>23/06/2012</td>
</tr>
<tr>
<td>St. Dorothy Mount shown in ‘Tour de Pologne’</td>
<td>Filming hill during the 69th ‘Tour de Pologne’</td>
<td>13/07/2012</td>
</tr>
<tr>
<td>‘Christmas Tree for the Zagłębie’ – second edition</td>
<td>Setting the Christmas tree on the top of the hill, decorating the Christmas tree with christmas balls painted by children from kindergartens of Będzin-Grodziec, refreshments ‘St. Dorothy’s Tress’ cake.</td>
<td>16/12/2012</td>
</tr>
<tr>
<td>‘St. Dorothy Bread’ and ‘Festival of Będzin District’ on the top of St. Dorothy Mount</td>
<td>Another idea of association ‘Project: Dorothy’ for bakery competition. Voting and choosing the best bread prepared by bakers. Members of the Association helped in the organization of ‘Festival of Będzin District’. Presentation of actions, activities of ‘Project: Dorothy’ in promoting the St. Dorothy Mount.</td>
<td>17–18/08/2013</td>
</tr>
</tbody>
</table>
Planned projects in the development sphere of cultural tourism of Będzin-Grodziec

Cultural heritage and industrial objects tourism of Będzin-Grodziec is not at the moment in any way systematized and not implemented in any system of educational and cultural urban routes. Based on the identified sites and monuments it is possible to create a tourist product under the temporary title: ‘Cultural Town Route of Grodziec’. Under such a route could be exist 2 trails (‘subroutes’):

1. ‘Postindustrial Trail’ – which could connect all the objects and places associated with industrial and technical monuments. Well-designed information boards and even a special logo of this trail would identify clearly all the points belonging to the trail.
2. ‘Architectural Monuments Trail’ – which could merge all the monuments and architectural objects. Large information boards as well as the graphic elements and logo would identify clearly all the objects and places belonging to the trail and they could contrasted with ‘Postindustrial Trail’.

Establishment of ‘Cultural Town Route of Grodziec’ with its thematic trails are a number of benefits for the educational dimension:

1. Cognitive material during outdoor lessons of: history, art, cultural knowledge, religion and even economics.
2. The perfect place for art or photography workshops.
3. Source of valuable information for people who write research papers about cultural heritage of Będzin and Będzin District.

But not only educational dimension would value of such trail. This cultural-touristic product would play a significant role also in the field of public relations and promotional activities of municipal and county local authori-

Source: own study.

Summary

Almost every city or region in Poland starts to promote their values not only at local level, but also at the level of county or voivodeship. Modern management of territorial marketing marketing of cultural tourism should primarily focus on aspects of the marketing strategy for the development of regional cultural tourism. Very good example of actions in the sphere of events marketing is initiated revitalization of tourism and cultural St. Dorothy Hill in Będzin-Grodziec. Over few years local authorities of Będzin and Będzin District and Non-Governmental Organizations have contributed through their actions to a significant touristic and cultural reactivation of the hill as a place of integration of the inhabitants of the Zagłębie Dąbrowskie. The growing interest from the mass media of promotional events in conjunction with a well-prepared public relations contribute greatly to the popularization of tourism, recreation and active leisure time. Positively shaped image of the hill as the central point of the whole Zagłębie region certainly affects the development of local identity and awareness of the rich cultural heritage – elements so necessary in an era of rapidly advancing globalization of culture. St. Dorothy Hill for several centuries was a very important place for the local population and therefore nowadays overarching objective – which is put by different organizations responsible for promoting the hill – is the restoration of a dignified place on the touristic, cultural, religious and natural ‘maps’ of the region.

However, tourism of Będzin-Grodziec is not only focused on the values of St. Dorothy Mount. Numerous cultural heritage sites and technical monuments are the touristic originality of this part of town. The concept of a touristic revitalization project of the cultural and industrial monuments assumes promotion primarily across the Będzin District. Both closed coal mine, cement plant and brewery, although their names bearing the word ‘Grodziec’, played in the history of the Będzin region a very important role in its economic and industrial development. Cultural heritage monuments of Grodziec which are urban tourism products, have a chance to become the next points...
of the postindustrial monuments network of Zagłębie. Targeted efforts should lead to ensure the postindustrial monuments of Grodzic the right place in list of the Industrial Monuments Route of the Silesian Voivodeship. Supra-local marketing activities and public relations can contribute to the popularization of cultural tourism of Będzin and its surroundings – recently equated with industry and degraded environment. Today’s touristic values of Grodzic are forejudged its rich history. Occurring contrasts, for example the estate workers, closed brewery, closed cement versus the Ciechanowski palace, Villa Solvay are very high diversity of cultural-touristic offer. Postindustrial monuments interspersed with objects with great architectural values and with nature and landscape values of St. Dorothy Hill. Efficient and effective promotional activities, event marketing prepared together by Non-Governmental Organizations and local authorities will serve as a set of good practices for initiatives in promoting other sites and cultural objects of Będzin-Grodziec, as well as for organizations and institutions which are responsible for tourism development in other parts of the Silesian province or Poland.

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GWSHM Milenium, Gniezno 2008.

Introduction

For many years, branded products have been considered to be the most effective way to promote region and have been generators of regional development in tourism. Their formation and proper management undoubtedly contributes to the improvement of the image of the region, thereby increasing its compe-

New forms of cultural tourism as a potential of branded tourism product development in a small town (based on the example of Łobez – Western Pomerania)

Abstract: One of the major challenges of modern cultural tourism is active adaptation to changing human needs in the planning of leisure and recreation. Based on local cultural, historical or natural heritage, more often innovative tourism products are formed, reflecting the creativity of their creators. Urban tourism space in a comprehensive manner combines all sorts of methods in exploring and sightseeing with the elements of regional education, active recreation and the promotion of cultural and historical heritage. These activities are implemented through new forms of cultural tourism, as questing, geocaching, urbex or more classic, but using modern forms of communication and promotion – culinary tourism and events. They often form the core of new tourism products shaping the image of the city (town) and increasing the sense of identity of its inhabitants. This particularly applies to those towns (mostly small), which, due to lack of other attractions (e.g. historic buildings, museums of supra-regional meaning), have difficulties to compete with the well-known attractions of tourist centers. The example of Łobez – a small district town in the Western Pomerania region, shows that appropriately planned activities of local authorities and non-governmental organizations, with the positive support of the local community, can contribute almost complete change of the town image. Based on the rich history and cultural heritage of the region, they created here numbers of innovative urban cultural tourism products. Proper promotion and new, unique forms of communication, contributed to the growing popularity of this previously omitted place.

Key words: cultural tourism, tourist product, Western Pomerania, tourism geography

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Cultural tourism as a branded tourism product... (products in Poland)  

Cultural tourism as a branded tourism product... (products in Poland)

The problem of tourism development of small urban centers, which, because of the absence of significant values (including historic buildings, museums of supra-regional importance, etc.), is difficult to compete with the well-known attractions and tourist centers, was mentioned in the literature rather marginally. The most important works referring to the development of tourist urban space and its potential, include, among others, papers from Matczak (2008a, 2008b), Kowalczyk (2005, 2008), Duda (2016) or Górczyńska (2008) – that discusses i.e. the restoration of urban spaces. A little more space was devoted to the theme in international literature, as evidenced by the work of Ashworth (1989, 1992), Butler (1991) and Pearce (2001). The vast majority of achievements, however, concerns the development of large urban centers with very significant tourist activity. Places located out of beaten track and devoid of main attractions, are often overlooked in the literature.

The aim of this study is to show the phenomenon of cultural tourism on a small urban space, devoid of major attractions and tourist assets, as well as to show the alternatives to this type of centers, which turn out to be new forms of narrative and innovative interpretation of space. Lobez is a small district town, located in the central part of Western Pomerania. Thanks to the smooth cooperation between the local authorities and non-profit organizations, as well as thanks to good ideas utilizing the potential of the local heritage, cultural and natural heritage, has been here for a considerable (one of the most spectacular in the region) change of the perception of space tourism, both in the town itself and its nearest surroundings. In the past five years, the town which previously overlooked by tourists, has become an active creator of innovative tourism products in the region.

Cultural tourism in small town space

The importance of cultural tourism, as one of the main forms of activity in the urban space, is constantly growing. Its contribution to the attractiveness of the city and creating its tourist image, we can definitely considered as basic, and in many cases even superior. The functioning of branded tourism products in the urban landscape, to a much greater extent than in other regions, is associated with progressive fast-paced lifestyle changes. An increase of alternative forms of sightseeing big interest as well as contact with nature and elements of local identity (historic buildings, regional events, cooking, etc.) have been observed. The modern tourist is also very demanding and has adequate financial resources (Czornik 2013). However, in such situation, large or well-known, urban centers are in a privileged position. They have well-exposed resources and capabilities (financial and logistical) to prepare the space for tourism.

The cultural tourism (in its classical, wide understanding) is characterized by a large variety of forms aimed at various types and groups of objectives, as well as resulting from the diversity of the motivation of its users (Kowalczyk 2008; Mikos von Rohrscheidt 2010). Its basic premise is to contact the tourists with objects, events or other values of culture (elite or mass), and expand their knowledge about the surrounding world. Cultural tourism is therefore highly distinguished educational functions that next to thematisation (specialization) and elitism are the main distinguishing features of it (Fig. 1). Within the so-conceived cultural tourism, the creation of brand-name products is carried out mainly in large urban centers of considerable attractiveness and properly promoted cultural values (most of supra-regional meaning).

One of the major challenges of modern cultural tourism is active adaptation to the changing of man needs in leisure time planning, as well as the creation of the cultural world around them. Currently, the willingness of active participation in tourist space development, assimilation with the surrounding landscape and a deeper knowledge of laws that govern them, are being widely observed. Otherwise conceived it is also the same cultural tourism; within there are not only the need for new forms of narrative and how to interpret the sites, but also active participation in the educational process (workshops, meetings, so-called living history or archeology events as well as participation in the narrative sightseeing) and the organization of multidisciplinary events of a cultural or tourist meaning (Fig. 2).

Interest of global and cross-regional culture, gives the way to focus on the local (or regional) cultural landscape of the visited places. In this case, the branded cultural tourism products can be created in smaller centers, with a high sense of regional identity. They are based on local traditions, history, and use the unique landscapes (geographical area). It is worth mentioning that in the 1970’s, the needs with shifting the ‘globality’ into the ‘locality’, were indicated by many American researchers, mainly from the group of so-called Berkeley School (including Zelinsky, Hudson, Spencer and Horvath) and their European colleagues - including Jackson, Cosgrove and Duncan. They laid...
the foundations of so-called ‘new geography of culture’, which, at the end of
the last century, significantly shaped the understanding of the global cultural
landscape (Kowalczyk 2008).

Changes in the perception of contemporary cultural tourism, as well
as greater involvement in shaping sense of the identity, and regional growth
of interest in the educational aspects of travel, have contributed to a signifi-
cant development of tourism in areas located away from the main trails and
previously overlooked by tourists. The small towns, which have no significant
historical buildings or other physical manifestations of tradition, history and
culture, begin to shape their tourist space, using often forgotten historical her-
itage and traditions. It uses a new, totally innovative media, technology and
narrative (e.g. questing, geocaching, multimedia applications, urbex or rebuilt
classical form of cultural tourism).

Łobez – potential of cultural tourism development. Case study

Łobez – a small, numbering just over 10.5 thousand residents, county town
is situated in the central part of Western Pomerania (West Pomeranian Provi-
ce), on the post-glacier area, a picturesque part of the Drawsko and Insko
lake district. The peripheral location in relation to the main routes and hiking
trails of the region, as well as the lack of a well-educated infrastructure (tour-
ist accommodation), made it a very rarely visited place by tourists coming
to the Western Pomerania. Despite the numerous lakes and vast forest areas,
it also rarely appears also on the map of recreational activities of the region
residents. Lack of interest in this part of Pomerania resulted also from many
other causes, which include primarily:

- high unemployment (unemployment rate of 24–28% – as of December
2014, which is the highest value against the entire province) and the
lack of economic ‘stabilizers’ of the region (lack of industry and small
private business sector),
- the functioning of the stereotype of ‘the region without any land-
marks’, mainly due to the lack of significant historical buildings (in
Łobez there is only a rebuilt after the WWII gothic church, few build-
ings of pre-war period and the general layout of the old town), large
destruction of the city during World War II and in the period after the
war (demolition of the remains by the immigrant population),
long-term lack of a sense of identity, traditions and history of Łobez, reluctance to assimilate with the historical heritage of the city and the disappearance of a clear sense of cultural ties with the region of origin (new immigrants came mostly from the borderlands and central Poland),

- poor use of natural resources in promoting the city and its nearest surroundings, functioning under the belief that the tourist attractiveness of the site is related only to the presence of historic buildings (regardless of their state of preservation and preparation for tourism).

### Analysis of the tourist and cultural potential of Łobez in 2010

As a confirmation of Łobez and its nearest surroundings marginalization, there were detailed analyses of the cultural tourism potential in Western Pomerania, done by the author in 2010. A survey was conducted on a sample of 600 respondents, who were tourists from various regions of Poland, traveling through the region for the purposes of cognitive, cultural and recreational activities. Among the many questions to which respondents reacted, they included a request for the indication of facilities and operating tourism products, as a point of interest to visitors and associated with various forms of cultural tourism (military, historical, biographical, religious, culinary, etc.). Additionally there has been drawn up a detailed inventory of tourism resources and valorization of tourism and cultural potential, using the method of grading points analysis.

The results of the study were presented at the collective map (Fig. 3) on which municipalities (districts) were classified in five groups of quality: the group I as the region with the highest tourist and cultural potential and group V – the lowest one.

Due to the lack of significant tourism resources, as well as lack of created and well promoted tourism products, Łobez and its immediate surroundings was given a total of 16 points (districts with the highest potential were given up to 120–140 points), which allowed to classify the study area to the group of quality IV. It was a rather poor result, even in comparison with the whole Łobez county, where there were few better examples – Dobra District or Resko District. The best results were observed in large, well known urban centers (Szczecin, Koszalin, Stargard, Kolobrzeg or Kamien Pomorski) and the regions with well promoted and well-known monuments of historical and cultural meaning (e.g. Wolin, Cedyina, Borne Sulinowo, Polanów, Myślibórz or Czaplinek). In such situation it is difficult to imagine an effective competition with such developed tourist centers in Western Pomerania.

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1 Valorisation of cultural tourism has been carried out taking into account a number of criteria, proposed by A. Mikos von Rohrscheidt (2010), as well as its own features, developed through research questionnaires and direct interviews. In each category, the district received the appropriate number of points that summary gave an overall picture of the tourism and cultural heritage potential. Scoring was not only the objects of high historical and educational value, but also elements of tradition and intangible cultural heritage places (religion, customs, cooking, etc.). The method, charged a load of subjectivity, is currently the most common method of valorisation, which allows to easily compare with other similar results.

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Fig. 3. The spatial differentiation of cultural tourism potential in Western Pomerania in 2010. Five quality groups distinguished by grading points analysis. Łobez County marked with blue frame Source: Duda 2016.

### The tourism development in Łobez, using innovative cultural tourism products

All the changes in the perception of contemporary cultural tourism and increasing, year by year, identity sense of Pomeranians, contributed to the significant tourist activity, even in areas not prepared to handle it. In the cultural landscape of Western Pomerania there were founded also numerous organizations and associations whose aim is to promote local heritage and regional education. Thanks to them many previously unknown centers began to create...
new tourist products, which are based on the rich history and traditions, changing the image of the region.

The example of Łobez shows that appropriately planned activities of local authorities and non-governmental organizations, and the positive support of the local community, contributed to a radical change in perception of the town. In the last five years, there were established in the town and its surroundings, up to six projects. Few of them have already evolved in fully-fledged tourist products (of cultural tourism). Their core, in this case, are really unique, consisting of intangible elements of cultural and historical heritage of the town and the region, like:

- Łobez, as the former seat of one of the most famous Pomeranian noble families von Borcke. A very well-known person of that family – Sydonia von Borcke was born in Strzmiel, just 10 km west of Łobez. She lived in the seventeenth century and was accused of witchcraft and burned in Szczecin. The family coat of arms with two red wolves, today is also the official emblem of Łobez (currently consisting of only one wolf). Although the headquarters of the family – the Wolf’s Den castle did not survive to the present day, the story of Pomeranian ‘witch’ is commonly well-known throughout Western Pomerania,
- Otto Puchstein, Prussian archaeologist and art historian, was born and buried in Łobez. Among others, he did his researches in Palmyra and the capital of the Hittites – Hattusa. Puchstein was also a co-founder of the famous Pergamon Museum in Berlin. The tomb of a scholar was not preserved after the war, but, thanks to the efforts of local activist groups, this famous person was commemorated by a memorial stone dedicated to him,
- former residences (mainly of von Borcke family) located in various state of preservation in towns of the immediate vicinity of Łobez,
- the rich history of culinary traditions emerging from the seventeenth century in Łobez and neighbour villages. Today, these traditions are maintained especially by Dworek Tradycja in Bełczna, which, as the only in this part of the region, has official status of an Education Farm,
- well-developed post-glacial landscape with winding meanders through the valley of the Rega river (known as the queen of Pomeranian rivers); enormous potential for cultural and nature study area, which has so far been underestimated both by tourists and a large part of the tour operators. It is a perfect complement to other forms of cultural tourism, often a key to understanding the whole heritage or even the contemporary culture of this land.

\[\text{Tab. 1. Cultural tourism products in Łobez and its surroundings}\]

<table>
<thead>
<tr>
<th>Tourist product (institution created by)</th>
<th>Short description of the product</th>
</tr>
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<tbody>
<tr>
<td><strong>Regional Quests</strong> (Local Tourist Organization of Łobez County)</td>
<td>The complex tourist product, which consists of a package of ten thematic routes within the Łobez county, prepared in three languages (Polish, German and English). As many as four of them concern Łobez and its nearest surroundings (Strzmiel and Tarnowo). The product also includes information boards in the route and a hidden rubber stamp to confirm participation in this form of sightseeing. Additionally LOT (Local Tourist Organization) organizes a collective guided tour in the footsteps of quests. Innovative forms of narrative (a rhyming text with puzzles with the final competition-hybrid) is part of a nationwide trend of creating new forms of cultural tourism, where through play and recreation the educational aim is achieved. Łobez Regional Quests received an award in National Review of Tourist Books and Literature during Tour-Salon Fair in Poznan in 2015.</td>
</tr>
<tr>
<td><strong>Geocaching</strong> (Local Tourist Organization of Łobez County)</td>
<td>The product of very popular – not only in Poland – form of URBEX (exploration of urban space, so far overlooked by tourist activity, brownfield areas, former factories, forgotten settlements, etc.). As part of its offer, product proposes seeking of special caches, hidden in different places. The caches consist of symbolic ‘souvenirs’ and the list to sign up on as a participant of a fun trip. Thanks to such constructed route (points of caches could be found using GPS coordinates), participants learn about the region and its little-known and not promoted space. Additionally LOT organizes short courses-workshops of Geocaching with trips in the area and exploring the town (region).</td>
</tr>
<tr>
<td><strong>Educational Farm ‘Dworek Tradycja’ in Bełczna</strong> (Dworek Tradycja)</td>
<td>Private property, housed in a historic mansion (former Priest House from the seventeenth century), the owners run educational activities, based on the culinary heritage of Western Pomerania and the Łobez Land. The site has an official status of an Educational Farm and it is certified for the education sites network throughout whole Poland. ‘Dworek Tradycja’ organize regional culinary workshops for groups of children and adults, as well as handicraft workshops referring to the former activities of people living in these areas. The owner has also developed a Pomeranian cookbook (original work, a collection of old traditional receipts from the region) and has a special technology of ginger bread baking, Szczecin Gingerbread – a traditional product of the Western Pomerania with certificate of Western Pomerania Culinary Heritage.</td>
</tr>
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</table>
Cultural tourism as a branded tourism product...(products in Poland)

It is worth to notice that all of the above products of cultural tourism are based on the intangible heritage of the region (culinary traditions, the unique history of regional families of knights as well as local stories, legends and true stories). Educational activities and sightseeing are realized through innovative forms of communication (e.g. Quests, puzzles, treasure hunt, geocaching) and ways of narration and interpretation (culinary workshops, competitions, tours, cultural events). The use of new technologies (GPS devices, mobile applications etc.) is today the basis to compete with other branded tourist products, as well as an excellent alternative in the activities of sightseeing, attracting especially the younger generation of tourists. Modern touring are not limited to the quantity or even quality of the information transmitted, but it comes to a method and innovation of interpretation.

Lack of significant historic buildings and recognizable elements of cultural tourism, as well as difficulties in the belief of the local community to do more to improve the image of the town, are not the obstacles in preparation and promotion of the tourism products variety, the importance of which is slowly increasing. Some of them (e.g. Train to Rega or Dworek Tradycja) are already recognizable far beyond the region. Proper promotion and favor of the local government of the town and county made the district one of the fastest growing in terms of the cultural tourism potential throughout Western Pomerania.

Analysis of the tourist and cultural potential of Łobez in 2015

Just like in 2010, in order to make a comparative analysis of the change dynamics and demonstrate the tourism and cultural heritage potential of Western Pomerania, the author conducted a survey and inventory-valorisation analysis for all districts of the province.

Visible throughout the region trend of the tourism and cultural heritage potential growth of individual districts, particularly clear is observed in the analyzed area of Łobez District. In the recent five years there were created here a few significant tourist products, well developed and promoted. There were created also good conditions for the educational tourism development, as well as expanded base and tourist facilities (farmhouses, dining, hiking, cycling and horse riding marked routes). This has brought results in the form of changes in the perception of the town as an attractive cultural tourism centre. More often visitors indicate Łobez as one of the top five places of culinary tourism (Belczna, Łobez), biographical tourism (Sidonia von Borcke and Otto Puchstein), events (Łobez Easter Cake) and education (Educational Farm, regional quests and geocaching) as well as family tourism (Train to Rega) in Western Pomerania. With such indications and a larger number of sites enjoying the interest of tourists in the evaluation analysis in 2015 the Łobez District has received up to 89 points (compared with 16 points in 2010). This allowed to qualify the region to the second group (group II) of the qualitative of tourism and culture potential. The district is then classified in the same group as Biłgoraj, Ściborzec, Pyrzyce, Chojna, Goleniów, Gryfice, and even, well-known because of many historic buildings, district of Stargard (Fig. 4). Note-worthy is also the scale of the changes – within five years, the Łobez District fourfold increased its potential for tourism and culture, which is unique in the whole province. Similar (though on a smaller scale) the results achieved only by districts of Chojna, Czaplinek, Karłino and Sławno.

Source: Duda 2016.

Lobeska Baba
Wielkanocna – Łobez Easter Cake
(Local Activity Group ‘Center for Rural Initiatives’, Local Tourist Organization of Łobez County, Dworek Tradycja)

Product–Event referring to the former thematic fairs, using elements of culinary and ethnographic heritage of the region. The event is held each year on Palm Sunday, and its culminating moment in addition to the presentation of culinary traditions is the competition for the biggest and most beautiful Easter palm.

Land of Black Elderberry
(Local Tourist Organization of Łobez County)

Tourist product is still under construction. The development strategy of its development indicates being aimed towards culinary tourism, referring to documented historical tradition of creating products based on blossoms elderberries. In addition, it promotes Łobez itself, as a elder town (unique word connection LO-BEZ, ‘BEZ’ means ‘elder’ in Polish) also by planting new shrubs. It also activates local producers, farms, that encouraged by local authorities and LOT are preparing liqueurs, preserves and cakes, whose main ingredient is elderberry.

Train to Rega
(Local Tourist Organization of Łobez County)

The one-day product concerning canoeing and family tourism. Its core is rafting along the Rega river from Prusinów to Łobez (12 km). Trip start is associated with the time of train arrival from Szczecin and on the station of Prusinów participants are picked by the organizers and taken directly to the river banks. The package, which is offered every Sunday from May to August, consists of renting a kayak, rafting guide and final party and fire with a common meal. Although the cultural aspect of the product is in that case at a later position, one of the objectives trailing is to familiarize with interesting traditions of the region. The product has enjoyed a great success and is recognizable not only in the Łobez county.

To make the results comparable, I used the same methodology as in the case of research in 2010: valorisation method of grading points with the same criteria, inventory and giving points according to the scheme of earlier studies, as well as a similar sized respondent sample (about 550 surveys among tourists visiting region and residents of the Pomerania who are traveling for sightseeing and cultural aspects in the area of the Western Pomerania).
Summary

Urban space is one of the most important tourist activity generators in cultural tourism of the contemporary world. Cities have a huge number of resources on the basis of which hundreds of branded tourism products were formed, shaping the development of the center and contributing to the formation of its image. For obvious reasons, in a privileged position are the large urban centers and important from the history point of view cultural objects, available for widespread use by tourists. Good communication and access, high competition, product offers and financial guarantees on the operation of attractions, give a sense of stability of tourist area in large cities, which attract large numbers of visitors.

An example of Łobez, a small town in Western Pomerania, located in region with high unemployment rate and extremely complicated history (especially after World War II) shows that appropriate measures of active social groups can contribute the development of tourism and thus economy of the area. Strong activation of Local Tourist Organization and the Local Activity Group in conjunction with the involvement of private entities and local authorities led to a complete change of the town and region image, as an attractive destination for cultural tourism. The key to success proved to be innovative forms of communication, narration and interpretation of sites. Based on the interesting and rich history of the region, culinary traditions dating back even 18th century (really unusual in this part of Poland) and the unique natural beauty, created innovative cultural tourism products, using new forms of communication as Questing, geocaching or culinary and ethnographic events. The results of valorisation show, that all the activities stimulating the region to develop new forms of cultural tourism, brought surprisingly good results, allowing region to compete with many well-known, major tourist destinations in Western Pomerania.

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Duda T., Turystyka kulturowa jako czynnik rozwoju markowych produktów turystycznych i sposobów wykorzystania istniejącego potencjału w powiecie gryfińskim, na przykładzie gmin Cedynia i Chojna, In: Strategia rozwoju turystyki w powiecie gryfińskim, eds. Z. Głąbiński, D. Szostak, T. Zalewski, Szczecin 2016 (in print).
Abstract: Culinary tourism has been playing an increasing role in the development and creation of modern tourist products based on cultural heritage. The rapid growth of culinary tourism in Poland has started in the late 1990s, mainly from creating single products, which in next phases have evolved and, due to collaboration processes, started to create mutual interrelations. The authors’ main aim is to compare culinary tourism preferences of the residents of Wroclaw and Poznan. Results presented in this paper are based on interview surveys done among young residents of both cities, who, because of their education and age, represent the potential target of culinary tourism.

Key words: culinary tourism, preferences, regional dishes, Wroclaw, Poznan

Introduction

Food consumption used to constitute an essential part of every tourist trip, but it has only been recently that its importance grew so far as to constitute a basic and primary motivation to undertake a travel, its role moving from ‘supporting’ to ‘peak’ tourist experience (Quan, Wang 2004). The latter phenomenon is called gourmet tourism, however, there is still a huge range of other relations between food and tourism, forming culinary, gastronomic or cuisine tourism (Hall, Sharples 2003). Among others, consuming local delicacies and participating in local foodways can become a sophisticated mean to learn about cultural differentiation of the world or experiencing ‘Otherness’ during the travel (Chang et al. 2010; Wieczorkiewicz 2008). Supporting the statements of World Food Travel Association many authors agree on the fact that culinary tourism has become one of the most fashionable and rapidly growing phenomena in a cultural tourism market (Durydiwka 2013; Mak et al. 2012; Stasiak 2013). Its worldwide expansion creates a need to understand tourist behaviour and its implications for developing marketing strategies. However, not many studies have concerned tourists’ dining experiences and special interests in various food and beverages (Duda-Seifert, Góralewicz-Drozdowska 2014; Hall, Sharples 2003; MacLaurin et al. 2007; Mitchell, Hall 2003; Yun et al. 2011). What has become the point of interest for authors was a question who can become a culinary tourist and what is actual potential of the market in case of Poland. Therefore, the target market for a research has been identified as young people studying in large Polish cities like Wrocław and Poznań. Their knowledge of cuisine, especially national and regional ones, has become the focus of research together with the degree of their openness to novelty in food and future culinary travels.

Culinary tourism is understood here, according to Long, as exploring and discovering culture and history through food and food related activities, including visitation to primary and secondary food producers, food festivals, restaurants and specific locations for food tasting and/or experiencing the attributes of specialist food production regions (Long 2004 cited after Hall and Mitchell 2001). Still, it can be not only the primary factor, rather a part of a wide range of lifestyle activities, whereas cuisine tourism would be the one with all or nearly all activities related to food (Hall, Sharples 2003).

According to Wolf, it was circa 6–8% of tourists that belonged to the category of cuisine tourists while another 30% could be described as culinary tourists in 2003 (Wolf 2003, cited after: Majewski 2008). In Great Britain between 61 and 69% of holidaymakers and visitors to the four sample regions (the South West, Cumbria, Yorkshire and the Heart of England) recognized that food makes a positive contribution to their holiday – 39% said it contributed ‘a lot’. Overall 72% of people visiting the four regions took an interest in local foods during their visit. The vast majority were not actively seeking it out but were happy to try it when they came across it (Hall et al. 2003). There has already been a study carried out upon Polish tourists’ interest in food which proved that 60% of them declares concern for special dishes of regional cuisine (Program... 2014).

Another research concerned the perception of regional culinary products as creating part of tourist attractiveness of Poland. Among 623 respondents from Pomeranian Voivodship in 2011, the majority (above 80%) believed that culinary products have strong influence on tourist attractiveness of...
the region with higher positive response rate in case of inhabitants of rural areas (Warmińska, Dąbrowska, Mozolewski 2012).

Previous research studies have profiled the culinary tourist as an approximately ten years older than a generic tourist, more highly educated and more affluent with annual average income of 125,000 dollars, while other researchers found that young couples were also interested in culinary tourism (MacLaurin et al. 2007). In case of a foodie – who is a person very interested in food, with a real passion for it, the research in Poland profiled such person to be a woman between 25 and 34 years old, so rather young, with higher education and living in a city, who cooks regularly and likes culinary experiments (Buczkowska-Gołąbek 2015). The last-mentioned feature is also common for culinary tourists, which has been defined as neophilic approach meaning the tendency to explore and try new food (Mak et al. 2012). And finally, food choice research found that exposure to certain food tends to increase preference for those foods, as familiarity increases with repeated exposure which means that globalisation may lead to an increased interest in consuming local or ethnic food (Mak et al. 2012). However, in case of Poland, this process can be slowed down by a still limited custom to eat out1 (Błaszczuk 2011; Buczkowska-Gołąbek 2015). Quite opposite phenomenon is related to globalisation, bringing unification of food and creation of so-called ‘fusion’ or ‘world’ cuisine, which is represented by McDonald corporation which has become one of the most recognizable brands in the world (Mak et al. 2012, Plebańczyk 2013).

General demographics of the sample

A thorough analysis has been carried out based on 335 questionnaires gathered: 163 from Wrocław and 172 from Poznań in the period from January until March 2016. The majority of respondents were female (61%) whereas the age structure mostly corresponds to the type of respondents who were students (19–21 and 22–24 years respectively), as well as means of accommodation – majority (59%) rents a flat together with roommates, or still lives with the family (23%).

1 According to the research cited by Błaszczuk 59% of Poles never go out to eat at a restaurant (2008).

Overall culinary preferences of respondents

The results of the first two questions checking the overall culinary preferences of respondents are very promising, with 84% of them declaring that they enjoy cooking. Moreover, the answers are not gender-specific.

Between 33–41% of respondents fulfill the characteristics of being a foodie as described by Buczkowska-Gołąbek (2015), since they claim that they love eating and like experimenting in the kitchen (Fig. 3). Also they try to shop for local products and visit new places connected with cuisine. Besides, this part of a sample can be defined as having a neophilic approach as they also are open to try new tastes and ingredients (Fig. 4). Therefore, this group display high potential to become a future cuisine tourist. Another 38–43% constitute the group of potentially interested in undertaking culinary tourism as they like cooking and are rather positive about trying new food.

The question concerning national cuisines preferred by respondents has revealed that most often they kept to their own traditions (94% like Polish cuisine) or most popular and global cuisines (Italian 95%). Least popular were Czech and French cuisines – what seems rather contradictory with openness and culinary curiosity declared by respondents. Therefore, it seems, that, although interviewees were quite open to try Polish or regional cuisine, they were not well oriented in neighbouring country cuisine (Czech) or most famous and inscribed to the UNESCO list of Intangible Cultural Heritage – French cuisine. Moreover, they were not too open for novelty such as exotic Asian cuisine – excluding Chinese – which nowadays seems much more international and popular in variety of fast-foods and take-aways (Fig. 5). However, the
explanation of this contradiction can lie in insufficient experience that they could have gained so far because of little possibility neither to travel abroad nor to eat out in restaurants. This thesis seems to be supported by very small percentage of very negative answers whereas majority of them presents lack of opinion so lack of acquaintance with different national cuisines.

Fig. 3. Respondents’ answers to question: Do you like cooking?

Source: author’s own elaboration.

Fig. 4. Respondents’ answers to question: Do you like culinary experiments?

Source: author’s own elaboration.

Next question reveals general culinary tourism habits displayed by respondents. Only 9% prepares the list of restaurants before travelling, which means that this small group cares very much about their food experience. Therefore, either they already constitute culinary tourists or, quite opposite, it can mean that they are neophobic, that is people who are afraid of novelty. 89 per cent of them claim that they choose the restaurant during the journey, half of the group declare conscious choices – they check the offer, ask for opinion and advice, the second half declare that the choice is spontaneous. It means that in majority they are rather open for culinary challenges but not well conscious, educated and prepared for such way of traveling.

Fig. 5. Eating preferences of respondents concerning national cuisines

Source: author’s own elaboration.

Fig. 6. Way of choosing the restaurant during journey

Source: author’s own elaboration.

Fig. 7. Preferences concerning chain food

Source: author’s own elaboration.

One-fourth of respondents declare that McDonald’s is their favorite and most frequently visited food chain, followed by two other famous fast-food chains, such as KFC and Pizza Hut (Fig. 7). It can mean that they just choose the cheapest option while dining out but also that they already accept a kind of ‘fusion’ or world cuisine which is claimed not to be very differentiated or healthy. Over 1/6 of respondents declare that they do not eat in chain food restaurants, as well as 11% choose healthy chain food places. It is therefore only the last-mentioned group that display features typical for a foodie which can also turn them into future culinary tourists.
In the question concerning main reasons for choosing the restaurant three answers were possible. Only 8% of interviewees declare that they do not care about what they eat. For others the most important factor of choosing the restaurants is price (28%), followed by localisation (17%) and number of patrons on the spot (12%). The main reason of price governing is the material status of young people, who most often are financially dependable. Most respondents seem to be open for novelty and conscious about their choices, they care about localisation, search for regional cuisines or something new (Fig. 8).

Majority of respondents (73%) are prone to try regional cuisine, however it does not translate to their knowledge of their own regional culinary products and cuisine (Fig. 9).

On one hand, the opinion-question has revealed that the majority of respondents (93%) believe that Polish regional cuisine may be an important factor for tourist attractiveness of Poland (Fig. 10), but, on the other hand, respondents do not see themselves as culinary tourists. It seems that they do not connect regional cuisine with tourist potential itself, they rather treat it as a part of tourist attractiveness of a destination.

Although, according to the previous answers, the majority of respondents can be classified as foodies meaning the openness and interest in food and beverages, but still it probably does not go as far as to search for new food experiences as a hobby. Other answers reveal that eating is understood rather as a question of convenience or hunger. They are not yet very interested (even
Cultural tourism as a branded tourism product...(products in Poland)

if they have funds) to undertake tourist journeys just dedicated to culinary tourism (Fig. 11). Only 10% is definitely prone to undertake a journey to visit a well recognized restaurant, only one in five respondents definitely would organize a journey just to participate in a culinary event and one in four to visit food artisan producers (Fig. 12).

Knowledge of regional cuisine and culinary products

Silesia, Greater Poland (Wielkopolska) and Podhale were the most recognisable culinary regions by the respondents. Silesia is well-known of its culinary dishes like żur (sour soup) or kluski śląskie (Silesian potato dumplings) and it was the region to be cited the most often in case of both cities (Fig. 13). Popularity of Podhale can be explained by both its high cultural identification and fame as a tourist destination region. Its regional cuisine is identified mainly by oscypek or bryndza (types of regional sheep milk cheese) which are among the best known regional products of Poland, as it has already been stated in the introduction (Sieczko 2007). Some of the respondents classify Podhale dishes as representative for the whole mountainous area of Poland and this is why they distinguish ‘mountains’ as a culinary region. High recognition of the Greater Poland Region is due to the fact that one of the cities where the research was carried out – Poznan – is the capital of this region. In that case Greater Poland was mentioned by 29% of respondents in comparison to only 5% in Wroclaw. Even so, the results from Poznan are still disappointing, taking into consideration precious culinary heritage of this region. All other culinary regions are almost unknown to the young respondents. The results testify a very weak knowledge of culinary regions of Poland among its young inhabitants. This state of affairs can be however ascribed to the quite recent processes of Polish culinary heritage renewal and promotion (Duda-Seifert, Drozdowska 2015).

As far as dishes are concerned, most often they have been mentioned in case of respondent’s own region. For Greater Poland these were: pyry z gzikiem (potatoes with cottage cheese), rogal świętomarciński (a croissant coated with icing and sprinkled with chopped nuts), plenide (potato pancakes) and czerwina (soup made of duck’s blood). More seldom were mentioned the following: zimne nóżki (jellied minced meat), siwe kluski (grey noodles), pyzy drożdżowe (yeast potato dumplings), ślepe ryby (blind fish) or makielki (poppy seed dessert). All the above-mentioned dishes are typical for the Greater Poland region. Although rogal świętomarciński is a certified regional product, it is pyry z gzikiem which is the most recognised dish because of its popularity and simplicity. It is also the case of smażony ser (fried cheese)

which, notwithstanding its enrollment on regional products list, has only been recognised by 4% of Poznan respondents. This means certification of products does not have a big influence on their recognition, probably because of a weak promotion.

Poznan inhabitants mentioned 15 Silesian dishes, two of which can be named national ones, which are bigos and pierogi (cooked sauerkraut with meat and dumplings). The other are typical for the region, like kluski śląskie, żur or karminadle (minced meat balls). Still, the Silesian dishes altogether were only indicated by 3% of respondents.

In Wroclaw part of the sample 21 dishes were mentioned, 75% of them being regional. National dishes mentioned by Wroclaw respondents as regional ones were: barszcz (beetroot soup), bigos, pierogi and kotlet schabowy (pork cutlet). There have been single answers indicating very specific local products for Lower Silesia (which capital is Wroclaw), such as tvarog sudecki (the Sudetes Mountains cottage cheese), karp po milieku (Milicz carp) or Lower Silesian wine.

Wroclaw respondents know almost nothing about Wielkopolska cuisine, since only four dishes from that region were mentioned, e.g. pyry z gzikiem (5%) or rogal świętomarciński.

There is a distinct gap between the knowledge of regional dishes of home regions. Poznan respondents indicated almost 50 dishes, among which only a few have a national character. The difference can be a result of a different level of regional identity in both regions which
in turn may be explained by a total replacement of population in Lower Silesia after the World War II and discontinuity of its cultural traditions (Duda-Seifert, Drozdowska 2015).

The question concerning tourist culinary products such as events, museums or trails, found no answers in case of 53% of respondents. What is more, examples were cited from whole Poland. From within Greater Poland region these were: Poznańskie Targi Piwne (Poznan Beer Fair 22%), Kulinarne Poznań (Culinary Poznan 20%), targi śniadaniowe (Breakfast Fair 12%) and Ogólnopolski Festiwal Dobrego Smaku (National Festival of Good Taste 10%). The most often cited events from outside of the region were two, namely: Winobranie (Grape Harvest) in Zielona Góra and Festiwal Pierogów (Festival of Pierogi) in Cracow.

Żywe Muzeum Piernika (Live Museum of Gingerbread) in Toruń was most often indicated as a culinary museum (16%), the next were Rogalowe Muzeum Poznania (Poznań Museum of Rogal 13%) and Muzeum Chleba (Museum of Bread) in Radzionków (8%). Single answers indicated Muzeum Wina (Wine Museum) in Zielona Gora, Centrum Wycieczkowe in Browary Wielkopolskie (Tourist Center in Wielkopolska Breweries) in Poznan and Muzeum Browaru Żywiec (Museum of Brewery in Żywiec).

As far as culinary tourist trails are concerned Śląskie Smaki in Silesia (Silesian Tastes) was the one most often mentioned (16%), followed by Szlak Ossyckowy (Oscypek Trail) in Podhale region (13%) and Podkarpackie Smaki (Subcarpathian Tastes) (8%). Some others included Sandomierski Szlak Wina (Wine Trail in Sandomierz), Bialostocki Szlak Kulinarne (Bialystok Culinary Trail) or Lubuski Szlak Wina i Miodu (Lubuski Trail of Wine and Honey).

Conclusion

It is worth emphasizing that the specific group has been taken under consideration in the research. The students in the poll are yet to young to have very precise culinary experience and expectations and most often are financially dependable.

The results of the overall culinary preferences of respondents were promising, the majority of respondents seem to have a neophilic approach, as majority of them declare that they like cooking, try to shop for local products and visit new places connected with cuisine. Although majority of respondents can be classified as foodies, which means the openness and interest in food and beverages, but still it probably does not go as far as to search for new food experiences as a hobby. Their attitude to culinary tourism is found by author as food neophobic. Moreover, the majority of respondents are prone to try regional cuisine, however it does not translate to their knowledge of their own regional culinary products and cuisine.

Fig. 14. Majority of respondents’ preferences, attitudes and knowledge responding with food neophilia and food neophobia
Source: author’s own elaboration.

On one hand, according to the respondents, culinary tourism market in Poland has a big potential, regional cuisine may be an important factor for tourist attractiveness of Poland, but, on the other hand, respondents do not connect regional cuisine with tourist potential itself, they rather treat it as a part of tourist attractiveness of a destination. Silesia, Greater Poland and Podhale were the most recognizable culinary regions by the respondents.

Bibliography

Introduction

Cultural tourism is becoming increasingly important, but there are many regions in Poland with no active policies and actions in this field. Cultural heritage resources of cities and regions may be one of the foundations of established tourism product. However, the need is noticeable concerning a model which can be used for both the creation and management of this type of product, so as to actively shape and form actions towards a coherent and effective strategy for the development of cultural tourism. The authorities of the regions...
and individual cities in Poland are already aware of the need and necessity to pursue active policies and measures for the growth of tourism, and therefore they take the initiative to create a clear strategy in the development of activities for cultural tourism. One of the significant objectives of the existence of tourist brand products is to use them as effective marketing tools to promote the area of tourist reception (ORT) and attract potential tourists. The existence of brand products of cultural tourism (namely, those which thanks to their name, logo or promotional slogan are identified among other similar products) is important from the perspective of the domestic market. It also strengthens the competitive position of the ORT on the international tourist market.

An essential and necessary condition for the establishment and promotion of brand products of cultural tourism is strong involvement of many entities. The establishment of the Polish Tourism Organisation (POT) on 1 January 2000 on the model of other global National Tourist Organization (NTO) of this type, as well as changes in law on activities of the state administration, led to the transformation of the entire system of management and tourism promotion. A special role in three-stage structure of tourism promotion is played by regional tourist organizations (ROTs), whose tasks include the promotion of tourist attractions of the region at home and abroad, the coordination of promotional activities in the region, and – what is of significant importance for the topic under discussion – to stimulate the creation and development of the tourism product in the region. The primary function of the ROTs is the interaction of local economic structures, local governments and design for tourism infrastructure development and tourism products in the region. The ROTs are an excellent example of public-private partnership working for the growth of tourism in the region and should, therefore, be actively involved in supporting the development of cultural tourism products. Hence, the actions taken in favour of brand products of cultural tourism should be analysed taking into account the potential of the ROTs. A great example of cultural tourism is the Wooden Architecture Route, in the creation and management of which the Lesser Poland Tourist Organisation (hereinafter referred to as the SAD – acronym which is derived from the name in Polish; Szlak Architekturny Drewniany) measures over 4 thousand kilometres and brings together more than 500 monuments of wooden architecture, both religious and secular. On the territory of the Lesser Poland Voivodship the route is 1.5 thousand kilometres long and the number of sites as of 2016 is 252. On the route there are Catholic and Orthodox churches, open-air museums, ethnographic parks, small-town buildings, mansions and palaces and precious gems of wooden architecture, i.e. properties inscribed on the UNESCO World Heritage List (at present there are eight, including: The Parish Church of St. Michael the Archangel in Binarowa, The Greek Catholic Parish Church of St. Paraskevi in Kwiaton, The Greek Catholic Parish Church of St. Jacob the Younger in Powroźnik – see Figure 1).

The idea behind the establishment of the Wooden Architecture Route resulted from the passion and fascination of lovers of wooden architecture for the protection of precious gems of wooden construction in the south-east of Poland and saving them from the destruction and oblivion. Also it should be emphasized that, at the basis of the need to create the SAD lays the idea of using unique, at European scale, sacral monuments as a tourism product, which in the future could become a tourism brand product as the famous ‘Loire Valley chateaus’.

A perfect example of cultural tourism is the Wooden Architecture Route which is, without a doubt, one of the oldest, largest and better managed cultural routes in Poland. Currently, it is a trans-regional project covering four neighbouring voivodships (Lesser Poland, Podkarpackie, Silesian and Świętokrzyskie). The Wooden Architecture Route (hereinafter referred to as the SAD – acronym which is derived from the name in Polish; Szlak Architekturny Drewniany) measures over 4 thousand kilometres and brings together more than 500 monuments of wooden architecture, both religious and secular. On the territory of the Lesser Poland Voivodship the route is 1.5 thousand kilometres long and the number of sites as of 2016 is 252. On the route there are Catholic and Orthodox churches, open-air museums, ethnographic parks, small-town buildings, mansions and palaces and precious gems of wooden architecture, i.e. properties inscribed on the UNESCO World Heritage List (at present there are eight, including: The Parish Church of St. Michael the Archangel in Binarowa, The Greek Catholic Parish Church of St. Paraskevi in Kwiaton, The Greek Catholic Parish Church of St. Jacob the Younger in Powroźnik – see Figure 1).

Fig. 1. The Wooden Architecture Route
Source: www.drewniana.malopolska.pl/?page=obiekty.
The initiator of the establishment of a route of wooden monuments was the late art historian from Krakow, Dr. Marian Kornecki. As he explained: ‘the concept of the route is not a display of monuments of wooden architecture behind the display case, but in the eternal environment, […] because the same, even the most beautiful triptychs placed in the museum among dozens of others, do not make such an impression on the viewer, as in its natural environment. Among prayer and contemplation, flowers, lighted candles. At the exhibition or in the museum depot its majesty melts’ (Zieja 1999, p. 46–47).

The initiative to use wooden objects in their natural surroundings as a tourist destination was inspired by the idea of protection of unique architectural monuments, which in the second half of the twentieth century have become a burden for the villagers. The conviction of the impermanence and cheapness of the product such as the wood meant that in the 1970’s and 1980’s wooden churches were replaced by permanent and functional structures of concrete, thereby condemning wooden objects to oblivion. M. Kornecki, convinced about the elusiveness of the ‘wooden world’, has attempted to transform this unique on European scale cultural heritage in a tourist trail, what would ensure the protection of these properties from the devastation and oblivion, but above all, the promotion and future opportunities to apply for financial support for the renovation. His idea has infected many lovers of wooden architecture, including Edward Turkiewicz – the president of Krakow Tourism Development Agency, who together with M. Kornecki took a decision to transform the idea into specific actions.

Although it is not easy to recreate the beginnings of the formation of the Wooden Architecture Route, mainly because they were not the results of authorities’ activities, but lovers of wooden architecture, it is known today that the very idea dates back to the late nineties and it concerned the establishment in three voivodships (Lesser Poland, Silesian and Podkarpackie) of tourist trail connecting about 40 wooden objects. According to the map by Mariusz Szelerewicz in Krakow ‘Przekrój’ (1999, nr 18) the route would run from Krakow through Sułkowice, Suchą Beskidzką, Zawoję, Jabłonkę, CzarnyƯ (Zieja 1999, p. 46–47).

The plan to create the Wooden Architecture Route returned after the administrative reform. A new reality and legal provisions including the Act on Voivodship Self-Government has imposed on local government units an obligation to protection, growth and dissemination of cultural heritage and to determine the development strategy, where one of the primary objectives was to be the concern for the ‘preservation of the cultural environment.’ (The Act on Voivodship… 1998, chapter 2, article 11). A ticket to the establishment of the SAD was the adoption by the Lesser Poland Voivodship, in August 2000, of a document entitled ‘Development Strategy of the Lesser Poland Voivodship,’ which determined, among others, ‘supporting the leisure industry’, and ‘supporting cultural industries’. These activities provided for the creation of cultural parks, new cultural heritage routes, entering the following properties on the UNESCO World Heritage List and the revaluation of rural and urban complexes (Góral, Zdebiska-Schmidt 2011, p. 89).

The new legislation and resulting responsibilities and tasks meant that the authorities of the Lesser Poland Voivodship in early 2000 began to work on the project to transform the Wooden Architecture Route into tourism brand product. These measures coincided with the work on the proposal for inclusion on the UNESCO World Heritage List of the monuments of wooden architecture, which largely became the justification for the effort on creating professional tourist trail. In 2002, the concept of the SAD has been extended to two regions neighbouring the Lesser Poland Voivodship, i.e. Podkarpackie and Silesian. The end result of cooperation between three regions was the signing of ‘The Agreement on the cooperation for the implementation of the Wooden Architecture Route’ on 17 April 2002 in Sanok by marshals of three aforementioned voivodships, according to which the route had to serve ‘to promote the voivodships, the development of cultural tourism and to protect the national heritage’ (Document ‘Poro zmienie… 2002, §1). Each party to the agreement undertook, among others, to:

- share information and experience of work on the Wooden Architecture Route,
- agree to consult about applying for financial support,
- use a common labelling of the Wooden Architecture Route,
- create marketing and promotion policy related to tourism brand product (Document ‘Poro zmienie… 2002, §2).

Additionally, the signatories committed themselves to make their own documentation, delineation and label for the route, on the basis of assumptions made by the Lesser Poland Voivodship (Document ‘Poro zmienie… 2002, §3, §4). At the same time, the Lesser Poland Voivodship put itself forward as a coordinator (Document ‘Poro zmienie… 2002, §5; Zdon-Korzeniowska 2009, p. 169–170). The document defined not only the areas of cooperation and the manner of their implementation between the parties to the agreement, but it has become the cornerstone for the establishment of a supra-regional tourist trail called the Wooden Architecture Route, which is currently an automotive tourist route and its range is not limited to one region but currently includes following voivodships: Lesser Poland, Podkarpackie, Silesian and Świętokrzyskie.
The Wooden Architecture Route in the Lesser Poland

The project to establish the Wooden Architecture Route in the Lesser Poland was realized as a whole by the Lesser Poland Voivodship and proceeded in several stages, and the funds for this purpose was guaranteed by the ‘Voivodship Contract of the Lesser Poland Voivodship for the period 2001 to 2003’ in the amount of PLN 600,000 and from the budget of the Lesser Poland Voivodship in the framework of ‘Hospitable Lesser Poland’, an open competition, almost PLN 1,000,000 was allocated to this end.

The range of activities undertaken by the Lesser Poland Voivodship can be divided into several stages. The first, covering the year 2001, when in cooperation with the Polish Tourist Country-Lovers Society the concept of the trail and routing was developed, and, in consultation with the Regional Centre for Research and Documentation of Monuments, as well as in collaboration with local governments more than 200 monuments were selected and nine routes were marked, which at a later stage merged into four: Kraków, Tarnów, Gorlice-Sącz and the fourth running through Orawa, Spisz, Podhale and Pieniny. In the second stage, in 2001–2002, graphic elements in the information boards at the sites were made. During these years, as a result of a competition organized in cooperation with the Academy of Fine Arts in Krakow, a logotype common to all three voivodships was chosen. In the third stage, in 2002–2003, a project of the organization of traffic on the route, together with arrangements was set up. Moreover, the consent of owners of individual monuments was obtained to the installation of 232 boards at the premises and 10 boards liaison. At the same time, route 606 was marked with road markings, including E22A (371 characters) and E10 (235 characters). In the next stage, in the period 2004–2007, promotional activities aimed at the establishment of the Wooden Architecture Route as a tourist product were launched. The multilingual promotional materials, route map, multimedia presentation were prepared, a website and a tour desk were created in the office of the Diocesan Centre for Information of Promotion and Tourism with the address ul. Wiślna 12 in Krakow. The final stage of actions of the Lesser Poland Voivodship as the coordinator of the project was to commercialize the route through the appointment of a coordinator of a route at a regional level (Kierunki wsparcia...).

The role and importance of the Lesser Poland Tourist Organisation for the establishment and support of the Wooden Architecture Route

A new dimension in the management of the Wooden Architecture Route as a tourist product was the takeover of the role of coordinator of the project by the Lesser Poland Tourist Organisation. In 2008, the Lesser Poland Voivodship in the framework of ‘Hospitable Lesser Poland’ – an open competition, entrusted the MOT with the performance of the ‘Open Wooden Architecture Route’ task, passing a grant for this purpose in the amount of PLN 550,000 (Appendix...). As part of the task the MOT was obliged to carry out four objectives:

- to increase the availability of facilities in the SAD,
- to increase the number of tourists visiting the SAD,
- to increase the tourist attractiveness of the Lesser Poland,
- to educate, activate and integrate the owners of monuments in the SAD and promote the route (Gaweł 2011, p. 4–18).

The MOT’s range of activities within the ‘Open Wooden Architecture Route’ project is focused annually around two main duties: maintaining the infrastructure and the promotion and activation of the route. As a first task, every year the MOT compiles an inventory of boards and signs on the route by maintenance, removal, exchanging and complementing the existing road markings and signs at the sites. The second task list of activities undertaken by the MOT is much wider and from year to year is expanded. Without a doubt, the most important project activating the route is to make the churches widely available to visitors on an annual basis. This task is carried out in the summer (from 1 May to 30 September for at least four hours a day, three to five days a week), in cooperation with administrators of each monument with the Voivodship Labour Office in the ‘Conservator’ project. In the first edition of the project in 2007, 11 monuments were made available, and in subsequent years this number increased and now equals 71 properties. The total number of all monuments on the SAD in the Lesser Poland is 252 and all of them are open to tourists, however as far as the Open SAD project is concerned, 71 sites are available (as of 2016) and only these 71 sites provide guides employed by the MOT under the Conservator program.

Tab. 1. List of monuments made available on the Wooden Architecture Route

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<td>Number of monuments</td>
<td>11</td>
<td>30</td>
<td>56</td>
<td>50</td>
<td>41</td>
<td>58</td>
<td>75</td>
<td>80</td>
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<td>71</td>
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Source: own study based on data obtained from the MOT (as of 15.05.2016).

The idea behind making the monuments available to visitors was to increase the accessibility of the tourism product such as the Wooden Architecture Route to a wider audience, including groups of tourists and foreign visitors. An important argument in favour of undertaking actions was the lack
of regular opening hours of the monuments on the route, in this case mainly the Catholic and Orthodox churches, their sacred character often maladjustment to explore or inability to explore the interior of buildings. In addition, the language barrier and the lack of wider information about the opportunity to visit the premises for foreign tourists caused the exclusion of some from the tourist map. The employment of guides showing a selection of premises and dissemination of information about the availability of some of the monuments have overcome the barrier in the use of the route and help to increase an interest in the SAD. Information on the availability to the public of featured buildings on the route every year was distributed in the media, on the Internet and by administrators of monuments. Moreover, in sites available to tourists, research on tourist movement is conducted, which aims to:

- estimate the annual flow of tourist visiting the SAD, with regard to domestic and foreign tourists,
- make the characteristics of domestic and foreign tourists travelled to the SAD,
- determine foreign markets interested in the offer of the SAD (Appendix...).

According to the research, the number of tourists visiting the facilities opened in the first edition of the project amounted to 76,500 people, and in subsequent years this number steadily increased (in 2009 – 130,000; 2010 – 150,000; 2011 – 188,000; 2012 – 265,000; 2013 – 400,000), and according to the study of 2014 the number of visitors was 460,000 (data obtained from the MOT, 05.15.2016).

Although these studies are conducted only in one third of the monuments (mainly properties inscribed on the UNESCO World Heritage List), in a very limited period of time (from May to September) they provide valuable information about tourist movement on the route. They show that over 90% of the visitors are domestic tourists mainly from neighbouring voivodship (42% of tourists are residents of the Lesser Poland) for whom the SAD was an additional objective while exploring the region. The task with a view to promote the Wooden Architecture Route is highly popular series of free concerts called ‘Music enchanted in the wood.’ Every year during the summer for twelve following weeks in four churches inscribed on the UNESCO World Heritage List, and in the selected monuments there are concerts of classical and contemporary music. Moreover, in the Christmas–New Year period concerts of Christmas carols are organized in two different sites. The first few editions of the project were implemented in the cooperation with the Academy of Music in Krakow, and in subsequent years the festival involved the most outstanding Polish musicians. The chosen concerts are accompanied by educational workshops, exhibitions and meetings with musicians. Every year, the festival gathers a few thousand people, residents, tourists and lovers of wooden architecture.

An important role in the activation of the route play the study visits to monuments on the route, which include attractions located around the route, and also the offer of accommodation and catering. The result of this type of visits are feature articles and reports in the daily and trade press. A photo competition with an exhibition of the winning works is organized since 2008 (with small brakes). The first edition of the photo contest received more than 300 works, and two years later over 200 people attended the competition and submitted nearly 800 photos. The aim of the photo competition is primarily to create an interest in a wider group of people, not just lovers of wooden architecture, but of the uniqueness of tourist attractions of the Lesser Poland. Secondly, the competition is designed to complement the photographic resources which are used in materials and promotional activities. The announcement of the list of winners and those awarded take place at the seminar summarizing the subsequent editions of the ‘Open Wooden Architecture Route’. The competition is accompanied by a mobile exhibition of the winners and distinguished works, which can be seen in the chosen buildings on the route.

The activation and promotion of the route is also done by the MOT special award named ‘Malopolski koral’ for the guides on the outdoor facilities. Every year, the guides who welcomed and gave the largest number of tourists tours are awarded.

As part of the promotional activities every year the MOT prints and distributes more than 50,000 copies of promotional materials (folders, maps, leaflets, guides). These materials are being developed in several languages and are adapted to the needs and requirements of tourists. Each year leaflets of buildings included in the list of UNESCO World Cultural and Natural Heritage are printed as well as tourist map with objects and paths of Wooden Architecture Route. And on behalf of the Lesser Poland Voivodship a guide to the trail was also published. Particularly noteworthy is the creation of a special website (www.drewniana.malopolska.pl) dedicated to the SAD and administered by the MOT.

Summary

The analysis of current activities to establish, coordinate and support the management of the Wooden Architecture Route as a brand product of cultural tourism indicates that it is a huge undertaking due to the area and the scale of the tasks and challenges faced by the responsible bodies involved in its development and management. A special role in a three-stage structure of tourism
promoting cultural tourism as a branded tourism product (ROTs), which dynamically support the creation of brand products to promote the region as an attractive tourist destination, which was shown on the example of the MOT.

It should be noted, however, that the coordination of the SAD was divided between the two main actors in the agreement. The formal coordinator of the route became a public authority, in this case the Department of Culture, National Heritage and Tourism of the Marshall’s Office and the unit responsible for the performance of the tasks was the Lesser Poland Tourist Organisation. In practice, this means that the project involves several entities: the Marshall’s Office, which performs this task as one of many, the Lesser Poland Tourist Organisation which is the contractor of the majority of management operations and self-governing cultural institutions which are responsible for some of the tasks of the coordinator. Such a framework for the cooperation not only causes a lack of synchronization of activities, but most of all dispersion of tasks. The lack of hierarchy and clearly defined management structure makes it impossible to identify the entity fully responsible for the overall picture of this type of tourism product (Mikos von Rohrscheidt 2012, p. 39-40). This way of managing has several disadvantages, including: blurring of responsibility, lack of flexibility to changes in demand, heaviness of decision-making and weakening of grassroots initiatives. These are the basic problems arising from the model of coordination of the tourist trail by a regional organization.

Although, the takeover of the management of the route by the MOT helped to organize and professionalize efforts of the SAD, it should be noted that these are temporary measures focusing not on the professional management, but to maintain the infrastructure of route and the promotion, without creating a comprehensive and integrated marketing strategy. Yet, the action coordinator should support a long-term marketing strategy, which could translate into an effective commercialization of the route and the preparation of an integrated tourist offer (Kruczek 2009, p. 339–342).

The reason for this is primarily down to the nature of the ‘Open Wooden Architecture Route’ project. These are so-called ‘tasks assigned’ causing the addiction of the ROTs to targeted subsidies from public funds. The problem is not only the financing of the project but also its annual time coverage and the annual need to pass the procedure of applying for a grant in the competition. The weakness of this approach is the uncertainty of the amount of the subsidy, which depends on the structure of the budget of the Lesser Poland Voivodship. The range of activities undertaken by the MOT, within the framework of coordination of the route, from the moment of entrusting the task, was defined for specific tasks. Firstly, it resulted from imposed budget and deadlines for implementation of the project, which focus primarily on securing and maintaining the infrastructure of the route, and secondly on the promotion, where promotional activities are also closely specified in the provisions of the rules of the competition.

In addition, a significant problem in managing the Wooden Architecture Route is the very nature of the route. Project coordinator, in this case the Lesser Poland Tourist Organisation, is not the owner, tenant or administrator of monuments on the trail. It means that the MOT cannot determine for itself its character. Most of the elements that constitute the offer of tourist product such as the SAD is in hands of administrators of both wooden objects, as well as local government and business entities, which neither Regional Government, nor the MOT has effect or has an administrative and legal authority. All work and activities require consultation with the appropriate coordinator of the route which is the Lesser Poland Voivodship, and with the administrators of wooden premises. That is why, the lack of proven relationships and patterns of action makes activities taken by the coordinator of the project to be essentially only ad hoc measures. A serious obstacle to the creation of an integrated offer is also the moderate interest and the involvement of local government. The cooperation with entities in hands of which wooden objects are, seems to be difficult, not only because of their distribution in over one hundred municipalities in the Lesser Poland, but because of small and sometimes insignificant commitment. Poor involvement of local communities in the development of this type of tourism products is noticeable. Reasons for this are several, first of all, the administrators do not see the benefits of partnership with the coordinator, some do not see the potential and importance of tourism for regional growth, while another group lead an independent initiative for the establishment of regional tourism products.1 Due to the fact that Poland lacks branded tourism products, in particular those concerning cultural tourism in the region allowing their identification and distinction from similar ones, a major challenge is to design a model of this type of product, in order to constitute a template for other such products. In particular, tourist cultural routes are an important component of the heritage, shaping a new dimension of tourism space and from this perspective they constitute the untapped potential that the professional management can transform into a high-level tourist product. In this article an example of the Wooden Architecture Route was used in order to show the main obstacles and barriers to the

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1 Low activity of municipalities in tourism development is mainly due to the fact that after the reform of local government, the administration gave self-government units new tasks, while not providing amounts necessary to finance them. The local governments’ responsibility is only to maintain road infrastructure and parking on the trail. Little involvement of local governments in creating appropriate conditions for the growth of regional tourism products is also due to expectations of local communities, which do not see their possibilities for social and economic development in the cultural heritage (Zdon-Korzeniowska 2009, p. 156–166).
efficient management of brand products of cultural tourism. Especially, taking care of the operation and the provision of infrastructural facilities, as well as strengthening the brand product is a huge challenge. To sum up the current discussion, an enormous contribution and commitment of the MOT for developing and supporting the SAD should be emphasized. Currently, it is essential to properly use extensive knowledge and experience, because this is the basis for correct, proper and efficient development of other brand products of cultural tourism of this type. There is a noticeable need for comprehensive and integrated programmes and activities aimed at creating products of cultural tourism that can meet the needs and challenges of demanding and highly competitive tourism market of the modern world.

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Documents, laws and strategies

Appendix no 4 to Regulamin otwartego konkursu ofert na realizację zadań publicznych Województwa Małopolskiego w dziedzinie turystyki w 2008 roku pn. ‘Małopolska Gościnna’.

Kierunki wsparcia/powierzenia. Appendix no 4 to Regulamin otwartego konkursu ofert na realizację zadań publicznych Województwa Małopolskiego w dziedzinie turystyki w 2008 roku pn. ‘Małopolska Gościnna’.

Porozumienie o współdziałaniu dla realizacji Szlaku Architektury Drewnianej zawarte w dniu 17 kwietnia 2002 r., §1.


The importance of cultural tourism in the overall structure of tourism on the example of the Tatra County

Abstract: Tatra County, located in southern Poland in the Lesser Poland Voivodship, is a tourism center known throughout the country. The presence of the Tatra Mountains caused that in that local government unit there are most frequented hiking trails in Poland. In addition to hiking, very well developed in this area is qualified tourism (skiing). Only in Bukowina Tatrzanska commune there are dozens of ski lifts, both surface lifts and chairlifts. This tourism sector is often the main source of income for the rural population of that commune.

Despite the dominant role of ski tourism, in this county very well developed it is also cultural tourism. It is demonstrated by the organization in that area several national cultural events, such as Góralski Karnawał and Sabałowe Bajania, the presence in that county of Wooden Architecture Route and very well developed local highland folklore. The aim of the paper is to examine the role of cultural tourism in the overall structure of tourism in that county. Own observations and available data indicate that, with great probability, cultural tourism works here as a supplement to the dominant forms of tourism such as ski tourism and hiking. However, a cultural uniqueness of this region is often a decisive factor for choosing exactly that tourist destination.

Key words: cultural tourism, ski tourism, Tatra County

Introduction

Cultural tourism can have different significance in the general structure of tourism in the cities and regions. It can be of a marginal importance, when other types of tourism dominate and cultural tourism is underdeveloped and its importance is low. For the counterweight there can also be an opposite situation, when in an area clearly outweighs cultural tourism and other types of tourism are absent or are formed just on the basis of cultural tourism. It seems that a good example of that situation is the city of Wroclaw, which, in 2016, serves as the European Capital of Culture.
The situation gets greatly complicated when a region has well developed several types of tourism. At the time attempt to define which type is more dominant and which marginal becomes more difficult. Such situation arised, for example in the Tatra County. The paper describes the main types of tourism in this district. Then, by analyzing the various methods to determine the significance of particular types of tourism in the overall structure of tourism attempts were made to answer the question: What is the role of cultural tourism in the overall structure of tourism in the Tatra County?

To answer this question several research methods were used. First of all, the analysis of the tourism infrastructure of Tatra County was undertaken. To do so, the data contained in the Internet, books and articles were used. After this analysis attempts were made to determine the role of particular types of tourism by analyzing different variables, such as e.g. a change in the landscape by particular types of tourism, the impact on income of local residents, the estimated number of tourists attracted by the specific types of tourism etc. In this way we specified, which type of tourism is the most and which less important.

Such analyses seem to be useful, especially at the level of local government, because they help to focus on the most important types of tourism and to invest money in this direction.

**Location of the study area and its characterisation**

Tatra County is located in the southernmost part of the Lesser Poland Voivodship. In this county there is 5 municipalities: Kościelisko, Zakopane, Po- ronin, Biały Dunajec and Bukowina Tatrzańska (Fig. 1) populated by about 65,000 of people. The area of this region covers 470 square kilometers which gives an average population density of around 138 people per square kilometer.

From the perspective of geographical regionalization elaborated by J. Kondracki (2009) in the Tatra County there are mesoregions such as Western and Eastern Tatra, Rów Podtatrzyński Trench and Spisko-Gubalowskie Foothills. The Tatra area is one of the most valuable natural regions in Poland, so it is not surprising, that there was created The Tatra National Park. For the whole area of the county characteristic is a large diversity of relief due to geological past, especially with the presence of Alpine orogeny (Cymerman 2007). High altitudes influence the formation of a characteristic mountain climate with higher rainfall and lower average temperatures (Woś 1993). Its characteristic feature is presence of vertical climate and vegetation zones.

Despite unfavorable environmental condition discussed area is now well developed economically. In spite of dominating here rural areas (in that county there is only one town – Zakopane), agriculture, due to adverse natural conditions and low profitability is underdeveloped. The base of the economy are services – especially tourism instead. They developed here based on the specific natural conditions and entrepreneurship of local population (Heldak 2015).

**Analysis of cultural tourism in the Tatra County**

Cultural tourism is a highly complex type of tourism, which is difficult to define. One of the most interesting definitions in recent times was proposed Mikos von Rohrscheidt (2008a, 2008b), who states that it encompasses ‘all these group or individual tourism tours, in which the participants meeting with monuments, events and other qualities of high or popular culture or increase their knowledge of organized by human world around is an essential part of travel or a conclusive argument for the individual decision to initiating or taking part in it’.

Development of cultural tourism in this area is associated with historical and geographical determinants. Historical circumstances caused that the area of the county was often outside the Polish borders (for example in the twentieth century this county was separated from Poland and Slovakia). As a result of that fact, two completely distinct historical and cultural regions has developed – Podhale and Spisz. The geographical factors are associated with large altitudes and sloping surfaces. Such conditions are not conductive to development of agriculture. Only sheep farming was possible – over the years there was formed a whole culture based on herding sheep (traditional dishes, cultural grazing, elements present in folk art, etc).

The complexity of cultural tourism is evidenced by the number of various monuments and events; visiting or participating in them is linked to this kind of tourism precisely. Milos von Rohrscheidt (2008a), in developed by him form to exploit the tourist and cultural potential of Poland in regional per-
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Cultural tourism as a branded tourism product...(products in Poland)

spective suggests to include in the inventory among others: sacral buildings, castles and palaces, military installations, historic cemeteries, museums and exhibitions, cultural events and routes. Cultural institutions are important as well. As you can see, there are a lot of monument and events to take into consideration. Therefore, only the most important of them are listed below.

Cultural events
In the Tatra County there are organized numerous cultural events of a different range. For those of international scope we can include:

- International Festival of Organ Music and Chamber Music in Zakopane organized since 2001 (festiwale.zakopane.pl/2016/festiwal-organowy/o-festiwalu/historia),
- International Festival of Highland Folklore in Zakopane (www.festiwalzakopane.pl/2016/festiwal-folkloru/historia), which began in the first half of the twentieth century,
- Spring Jazz in Zakopane (United Europe Jazz Festival), organized since 2004 (festiwale.zakopane.pl/2016/wiosna-jazzowa/o-festiwalu/historia).

Also very popular are national and local events, such as Highland Carnival and Sabałowe Bajania in Bukowina Tatrzańska (domludowy.pl/goralski-karnaval/).

Museums
The most important museum in the county is Tatra Museum of Dr Tytus Chałubiński, which is one of the oldest museums in Poland (Pinkwart 2002). In addition to ethnographic exhibitions there are also present natural, geological and even industrial collections. A branch of Tatra Museum is The Museum of the Zakopane Style in villa called ‘Koliba’. Wildlife enthusiasts will be for sure interested by Natural History Museum of the Tatra National Park. Moreover, in Zakopane there are also museums dedicated to the memory of Jan Kasprowicz, Karol Szymanowski and Kornel Makuszyński (Pinkwart 2002). Interesting are also antique wooden cottages which present the former life of the inhabitants of this region. Some of them, such as Zagroda Korkoszów in Czarna Góra belong to The Wooden Architecture Route in Lesser Poland.

Other popular attractions in the field of cultural tourism
In terms of culture Tatra County is distinguished by regional music, dancing and singing, which is connected with numerous festivals which were mentioned earlier in the paper. What is interesting, in almost every village there is a regional band (Fig. 2), which demonstrate their skills in various competitions both in Poland and abroad.

Tatra County is also associated with regional cuisine and products such as different types of sheep cheeses (regional names: ‘oscypek’, ‘korbacze’ and ‘bryndza podhalańska’). Some of them were deemed to be regional products, which should be protected by European Union Law (it happened in the case of ‘bryndza podhalańska’ and ‘oscypek’).

It is also worth to remember about many historic churches in that area and the Stanisław Ignacy Witkiewicz Theatre (Ryś 2008).

It is impossible here to mention all attractions in the field of cultural tourism in the county, because it is not the main purpose of this study and exceeds its scope. Whereas its short characteristics was supposed to show the main attractions of the region and facilitate further analysis of the discussed topic.

![Fig. 2. Ciardasie Band from Czarna Góra (example of a Spisz band) during performance](Source: domludowy.pl/2014/07/23/posiady-z-zespolem-ciardasie)

Other types of tourism in the discussed area

In the Tatra County there are also present other types of tourism. Below are selected and briefly described most distinctive ones. In order to categorise the types of tourism the classification by Gaworecki (2003) and Leszka (2013) was used.

Walking tours
It is the kind of so-called qualified tourism. In the Tatra region the first information about this type of tourism originates from the sixteenth century (exactly from 1565), when, in the Polish part of the mountains, were organized trips by Adam Kunisch (Gąsienica 2013). At the moment in the Polish Tatra (whose entire area is in the Tatra County) there are about 275 kilometers of hiking trails available to tourists in the summer season (gis.tpn.pl/uczniowie/PL/html/materialy/16.pdf). They are used each year by about three million tourists (tatromaniak.pl aktualnosci/c/3-mln-turystow-rocznie-w-polskich-
In this respect it is the best developed region in Poland. The percentage of tourists entering the Tatra National Park in each month of the year is presented in Figure 3.

Fig. 3. Structure of tourists visits to The Tatra National Park according to months in 2014
Source: own elaboration based on the data from tnp.pl/zwiedzaj/turystyka/statystyka.

In addition to the trails of the TNP, many kilometers of trails also led in the foothill villages. However, their significance is much smaller.

SPA&Wellness tourism
The importance of another kind of tourism – SPA & Wellness had been progressing very rapidly, especially in recent years. It is associated with a greater awareness of the health of people, their rising incomes, as well as more and better access to centers providing such services (Parzych 2012). This kind of tourism is also present in the Tatra County, what is connected with the occurrence in the Flysch rocks geothermal waters (Chowaniec 2012). Their formation is conditioned by favorable geological structure of Podhale (it is a basin) and neighbouring regions (especially The Tatra Mountains, where the source of these waters is located). Currently thermal pools are located in Zakopane, Białka Tatrzańska and Bukowina Tatrzańska (Fig. 4). The fact that this is a relatively new kind of tourism in the area is the reason why all discussed geothermal centers were created after 2000. The offer of these resorts is very wide – for example Terma Bukowina offers up to 20 pools with varying temperatures, saunas and, of course, SPA center and catering outlets (www. termabukowina.pl/). In 2013 only Terma Bania in Białka Tatrzańska was visited by about 700,000 people (Kruczek 2014).

Fig. 4. The entrance to the complex of thermal pools in Białka Tatrzańska called ‘Terma Bania’
Source: photo by D. Hełdak.

Ski tourism
Ski tourism is very important in the study area. The development of this type of tourism is related to the favorable topography and the relevant climatic conditions. Not without significance is also the entrepreneurship of the local population (Hełdak 2015). Ski lifts are present in Zakopane and many villages of the county. It is really hard to count them all. It seems to be enough to say that only in Białka Tatrzańska there are 9 chairlifts and almost 20 ski lifts (Hełdak 2016). Their importance in the local economy is very high because of (among others):
- generating incomes of companies whose shareholders are mainly residents of the village, in which ski lift is located,
- the presence of numerous accompanying services, thanks to which the local population earns money (rental of rooms, ski rental, gastronomic offer, etc.),
- influence on development of other sections of the local economy (for example higher sale in the store what is related to greater demand for food and other products).
For these reasons, it seems that, at least in the winter season, in this county ski tourism is the main driving force of economic growth.

An attempt to determine the significance of cultural tourism in the overall structure of tourism in the study area

Determination of the importance of cultural tourism in the overall structure of tourism in the area is not a simple task. This is due to, among other things, problems with data access and diversity wide range of meaning of different types
of tourism (ski tourism that mainly only ski lifts but cultural tourism that wide range of objects and events). It seems that to evaluate the significance of different types of tourism in the research area such information and data may be useful as: all year long operations, profitability for the residents, the transformation of the landscape, the number of visitors (the main purpose of arrival) or relation with other sectors of the economy in the region. Based on that information an attempt was made to compare cultural tourism with ski tourism and walking tours, which seem to have the greatest importance in the development of the tourist services in the Tatra County (Tab. 1) and evaluate each type of tourism in terms of every aspect, assigning from 1 to 3 points (1-least importance, 3-the most important). At each evaluation it was attempted to write a short justification for adopted scoring. Then a calculation of the total points of each kind of tourism was made and an attempt was made to write general conclusions.

Tab. 1. Comparison of selected characteristics of different types of tourism in the Tatra County (ST – ski tourism, CT – cultural tourism, WT – walking tours)

<table>
<thead>
<tr>
<th>Feature</th>
<th>ST</th>
<th>CT</th>
<th>WT</th>
<th>Substantiation</th>
</tr>
</thead>
<tbody>
<tr>
<td>All year long operations</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>The lowest number of points was obtained by ski tourism, because it is possible only in the winter season. In the case of walking tours seasonality also is apparent (greater number of tourists in the summer, but they are present on the routes also in the winter months, what is shown in Dia. 1). Cultural tourism seems to be the most independent in this respect (e.g. museums and other cultural facilities open all year long).</td>
</tr>
<tr>
<td>Profitability for the residents</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>Undoubtedly, the biggest incomes for residents is generated by ski tourism (employment in ski stations and accompanying services; local population is often shareholders of capital of the ski companies, provides accommodation in winter etc.). Walking tours in the summer affect incomes mainly only by giving accommodation for tourists (moreover, they often spend the nights in mountain hostels, from where profits are not automatically received by private people). Whereas the second place of cultural tourism is due to, among other, connected with increasing sale of products related to the local culture (sheep cheese, handicraft), which are often produced by the local population. Not without significance is also given accommodation for cultural events.</td>
</tr>
<tr>
<td>The level of landscape transforma-</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>The biggest transformation of the landscape definitely generates ski tourism (ski lifts, car parks, required deforestation, leveling slopes surface etc.). Second place of walking tours is connected with the necessity of marking and building hiking trails and mountain hostels. In turn, cultural tourism seems to transform the landscape in slightest way. This is a great advantage of this kind of tourism.</td>
</tr>
</tbody>
</table>

The number of visitors (the main purpose of arrival) is ski tourism. Suffice to say that the merely throughput lifts in Bialka Tatra transport about 20,000 people per hour (www.kotelnica.polturizm.ru/pl.html). In second place are walking tours – as mentioned, the Tatra Mountains each year are visited by about 3 million tourists. It seems that rarest main purpose of arrival to this region is the culture of the county.

Influence on development of other sectors of the economy in the region: Walking tours only affect the development of the hospitality and accommodation. They also generate more income in the restaurants. Cultural tourism, in addition to the above-mentioned, influences the development of traditional sheep breeding. Traditional shoes (called ‘kierpce’) and other elements of folk costumes are produced (they are bought not only by local people but by tourists too, as unique souvenirs from that region of Poland). However, the ski tourism in this respect clearly dominates, affecting the development of accommodation, food and beverage outlets, playrooms for children, ski schools, equipment rentals and many other services.

Sum 13 9 8

Source: own elaboration.

Comparison of selected features clearly shows that the most important kind of tourism in the Tatra County is the ski tourism (13 points) and it plays the dominant role there. Whereas cultural tourism takes the second place (9 points), just before walking tours. It seems that cultural tourism in relation to the ski tourism plays a complementary function, which additionally influences the choice of just this region as a tourist destination. This is connected with a wide cultural offer of this region. This offer is often used especially in the evenings, as a way to fill time after using the ski lifts and trails.

Summary

Assessment of the role of cultural tourism in the overall structure of tourism in region is not an easy task. The first step is to make an overall inventory of general types of tourism in the region and compare their importance. The Tatra County, with a wide system of hiking trails, numerous ski stations and an interesting cultural offer is one of the most attractive regions in Poland. It seems that the dominant type of tourism here is the ski tourism, while cultural tourism acts in relation to its complementary function. Often it is the cultural values which determine the choice of that region as a tourist destination for ski tourism and walking tours as well.
Information duties of cultural tourism tour operators.

Legal aspects

Abstract: Proper competition on the market of tourism services exist only under conditions of permanent transparency of the market, which is a situation where all its participants have full knowledge about the quality and prices of services offered. This knowledge is impossible to gain without an adequate amount of reliable (good quality) information. Information thus becomes a value itself, desired by the participants on economic markets, including the tourism market.

It is indicated that the inherent element of tourism services contract is fact that tour operator is obliged to provide care to all participants of a tourism event. This is a distinguishing feature of an agreement on tourism services from other contract categories. Information duties should be considered as a manifestation of care under tourism participants, which also applies to cultural tourism tour operators.

In the first part the article presents selected theoretical aspects concerning the information obligations of the tour operators, of course by taking into account the theoretical aspects of tourism product. The second part elaborates on the legal issues related to the designated topic, both on the basis of national and European legislation. In the last part the specification of the information duty of cultural tourism tour operators has been indicated, at the same time it was attempted to answer the question whether the above obligations are more difficult to obtain than for other tour operator categories.

Key words: information obligations, pre-contractual information, tourism services agreement, tourism law, cultural tourism tour operators.

Introduction

Tourism market (criterion by the entity) is considered as a collection of producers and purchasers of tourism goods and services, between which conclusions of commercial transactions can be expected (Panasiuk, Tokarz in: Kurek 2007). Commercial transactions on the market of tourism services often concern purchase of travel services, mainly defined as package travel (tourism event). In principle, consumers’ decisions contribute some general changes in demand, which directly affects the creation of competitive market.
Proper competition takes place only under conditions of permanent transparency of the market. Therefore, in a situation where all its participants (both manufacturers/entrepreneurs/professional entities, and buyers/consumers/unprofessional entities) have full knowledge about the quality of services offered and, of course, prices. This knowledge is impossible to win without an adequate amount of reliable (good quality) information. Information thus becomes value itself, desired by the economic markets participants, including the tourism market. Therefore, it is indicated that the information is an integral part of trade – professional entities sell information. Thus, simultaneously by buying a product or service, an exchange of information is being done. So, information plays significant role during a decision-making process, when entities decide whether or not be a part of agreement (i.e. tourism services agreement). In addition, it is of fundamental importance in shaping the rights and obligations of the parties. It is also the basis for control of the correctness of contract execution. Providing reliable information positively affects the process of applying the law (especially contract law), and also indirectly affects the economic turnover. It should be noted that the consumer regimes have specific feature, where information is important not only for the pre-contractual stage, but also during the conclusion of the contract, or after its conclusion. The literature points out that an integral part of the contract of tourism services (agreement on tourism event/package travel), and, at the same time, differentiating factor of that contract from other types or categories of contracts, is the duty of tour operator to provide care for travel participants. Information obligations raise a number of consequences for the professional entities, especially when it comes to the institution of liability. Providing care not only relates to travel period (which is mainly filled by subcontractors, tour guides, residents, etc.), but also applies to the period before and after contract conclusion.

The complexity of those obligations, as well as the rapidly changing legal regulations make the subject become extremely interesting. The article presents the issue of information obligations imposed on professional entities of tourism market – tour operators, with particular emphasis on cultural tourism tour operators.

First part of the article presents preliminary assumptions concerning information duties, especially the genesis of the obligations. Then, law provisions on pre-contractual information obligations are analyzed. In the last part, article presents the range of obligations which are the most difficult to fulfill, in particular for companies whose offers are very complex – consisting of many components (such as cultural tourism tour operators).

1 In this article, the professional entities are considered as tour operators.

Objectives and research methods

The main aim of the study was to analyze legal regulations concerning information obligations of professional entities (especially cultural tourism tour operators) on tourism services market. During the work several main problem questions were asked, namely:

1. What are the Polish legal standards concerning information obligations for tour operators?
2. Is the construction of legal regulations concerning information obligations corresponding with tourist package theoretical assumptions?
3. Do cultural tourism tour operators find it more difficult to meet the requirements of the law regulations?

During the work on article legal analysis based on doctrinal interpretation (including: textual canons, substantive canons, teleological and systematic interpretation), as well as critical interpretation on literature, was used.

It is necessary to point out that the analysis is the first stage of research. The next step will be to examine the tour operators’ opinions on the duties imposed on them.

Information obligations – introductory remarks

Generally, consumers are considered as the weaker party in market relations, because they have limited knowledge of the processes taking place on this market than professional entities (entrepreneurs). First of all, this is due to the multiplicity of legal relationships concerning consumers. Mostly professional entities possess full knowledge about detailed elements of the contract. That is why ‘weaker’ part needs to be protected by number of institutions (Gnela 2013). Recognizing these aspects as appropriate description of consumers’ characteristics leads to conclusion that reliable information is fundamental elements that affect respective decisions, where the right to information is an essential factor that can exert influence. At the same time, the more complex consumer product is, the greater difficulties arise at the stage of its use, and the consumer needs more information guaranteed by law in order to make an informed choice. Literature quite clearly emphasizes that entrepreneurs searching for new ways to reach the widest range of customers, do not always remember about competitiveness key factor, which is quality of goods offered. As a result, providing consumers with products not complying with the agreement and their expectations can be pointed out (Zyminik 2011). Hence, the right to information (more precisely: subjective consumer’s right to information) plays the role of protection in contracts concluded by them (by
Information duties – legal regulations

Taking into account the universally applicable laws, the following types of information obligations concerning professional entities can be distinguished:

- pre-contractual information, provided prior to the approval of the tourist services agreement,
- obligatory contractual information, included in the contract,
- information provided prior to the trip.4

Due to the volume of the aforementioned matters, the following paper will concern only the pre-contractual information obligations.

The catalogue of information provided prior to the approval of the tourism service agreement has been included in the Article 125 in the Act on Tourism Services. According to this Article, a travel organizer or a travel agent who offers touristic events or services, having provided the clients with the appropriate written information, especially brochures, folders and catalogs, is obliged to directly and comprehensibly point out the catalogue information included in the aforementioned Article (including the price of the touristic event, the place of stay or the route of the trip, information regarding meals etc.).

As P. Cybula (2012) rightfully indicates – the Article 12 in the Act on Tourism Services creates an obligation concerning professional entities in regards to the written information that are delivered to the consumer during the pre-contractual phase. The legislator explains the term ‘written information’ by providing the regulation with examples falling into this category (such as brochures, folders, and catalogs). However, this does not allow settling the issue regarding the qualification of the term ‘written information’. Nevertheless, it should be recognized in the commented example, that the terms concerning ‘written information’ indicate a certain method of communication between the professional entity and the consumer (Gnela 2013), especially since professional entities (according to the literal content of the Article 12) are not obliged to provide the consumer-tourist or the consumer-visitor with the written information on each case (as the legislation concerns solely the professional entities that offer the information in a written form). Another

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2 As already noted the beginnings of a consumer right to information should be sought in the ideas of human rights, which extremely quickly began to develop after World War II (Zymonik, 2011).

3 It comes, therefore, to formulate the positivist postulate of ‘grassroots work’, where greater legal awareness of consumers is first step to eliminate inappropriate activities of the professional entities, so the amount of mandatory information that must be provided can be minimalize (Kosińska, 2014).

4 It should be hereby noted that literature also recognizes a different distribution of information obligations of professional entities. For instance, M. Sekuła-Leleńo (2014) has separated them into three following categories: (1) the organizer’s responsibilities prior to the conclusion of the agreement; (2) the organizer’s responsibilities resulting from the contractual resolutions; (3) the organizer’s responsibilities prior to the beginning of the touristic event.

5 Article 12 of the aforementioned Act constitutes an equivalent of the Article 3 of the Directive 90/314. It should be noted that the catalog of information provided by the polish legislator is wider than the one included in the Directive (which clearly indicates an extension of the consumer protection).
crucial fact is the necessity of the information being based on foundations that allow a conclusion of a contract for touristic services. Thereby, it is impossible to assume that the possible lack of such would constitute breaching of the obligatory written form regulation, therefore creating ground for legal consequences resulting from the Act. Thus, Article 12 introduces a construction where every recoded written form should be recognized as written information (Cybula 2012), whether they are provided in a traditional way (print) or in electronic form (an increasingly common practice among professional entities). The provided information (in form of a given catalog or handled to the consumer in the company’s premises) can constitute a part of the following tourism services contract (Article 12 of Section 3 in the Act on Tourism Services, stating that information included in brochures, catalogs, and folders determined in the Article 12, Clause 1, Sub-clause 1–8 become a part of the contract for touristic services offered to the clients, unless the contract states otherwise). In effect, they constitute a peculiar proposal for its conclusion (one may say an incentive, an invitation to the signing – according to the Article 71 of the Polish Civil Code). That, however, does not mean that the Article 66 of the Polish Civil Code will be imposed (Cybula 2012).

What is more, Article 12 of the Act on Tourism Services bans professional entities from providing information that could mislead the consumer (such responsibility has been also articulated in the Directive 90/314, where the failure to comply with this obligation constitutes an act of unfair competition), which is directly associated with the postulate of the accuracy, honesty and intelligibility of the provided information. Nevertheless, the Act on Tourism Services is an act solely specifying requirements in terms of labeling and providing information on characteristics of goods and services that have been defined in Article 10 of the Act on Fighting Unfair Competition. It can be only indicated that an act of unfair competition would be faced with adequate sanctions.

6 Therefore, with the exception of information regarding the legal aspects of the contract and legal consequences resulting from it (Article 12, Clause 1, Sub-clause 9), also including general information on the applicable passport, visa and sanitary regulations, as well as health requirements regarding participation in a touristic event (Article 12, Clause 1, Sub-Clause 10).

7 The Directive 90/314 provides slightly different suggestions. Namely: the information included in brochures/catalogs do apply to the professional entity, unless the possibility of a modification was clearly communicated to the consumer prior to the conclusion of the contract (in such case the organizer should clearly and intelligibly point out such possibility, see: Gwoździcka-Piotrowska 2002) or if the modifications were introduced following the conclusion through a mutual agreement between both sides of the deal (which is a simple rule of the freedom regarding contract conclusions). In this matter, one may conclude that regulations included in the Directive are more detailed when it comes to protecting the consumer of touristic services, as they hold the entity professionally responsible for providing the client with strictly specified information on which written components of the contract may be modified.

In conclusion, attention should be brought to the considerations regarding touristic theory. Travel packages may consist of various components (such as basic, extended, and facultative packages), which may result in a situation during a given touristic event (or a touristic service) where the professional entity would not be able to provide all information specified in the Article 12 of the Act on Tourism Services. Therefore, it is possible to suggest categorization of the information included in Article 12 into two groups:

- basic information, those regarding each and every touristic package, such as the price,
- facultative information, those regarding only specific touristic packages, such as information regarding food, or the number and type of meals.

Thus, the facultative information category should also include information that is not included in the legislation, yet the professional entity is willing to include it nevertheless.

The information obligations of the professional entity have been also articulated in Article 13 of the Act on Tourism Services, which is a result of the implementation of Article 4, Clause 1 of the Directive 90/314 in Polish legal system. Literature provides numerous differences that occur between the regulations of the aforementioned directive and the content of internal regulations. It is already possible to notice that Clause 2 of Article 13 is a result of an exacerbation introduced by the Polish legislator, concerning the information responsibilities of the professional entity, while also being an act of protecting the consumer – the aforementioned directive does not include such an equivalent.

According to the regulation in Article 13 of Clause 1, prior to the conclusion of the contract, a touristic organizer or a travel agent is obliged to provide the client with:

- general information regarding the applicable passport, visa and health regulations, especially regarding passport and visa waiting times, as well as health requirements regarding the participation in the touristic event,
- information on a possibility of concluding an agreement with inclusion of insurance costs of event cancellation, or the scope of insurance agreements to cover for personal accidents and medical treatment.

Most of all, it is being noted that the aforementioned is a catalog of information that the consumer should receive prior to the conclusion of the agreement, therefore this information is considered a useful (one may even...
say a key) factor in terms of making a decision in regards to participating in a touristic event. Moreover, at this particular point it is necessary to highlight the fact that the scope of consumer protection relates to the circumstances of concluding the contract (that is shortly before its completion, at the point of deciding whether or not the client will become a legal party). However, the aforementioned legislation seems to be a consequence of a certain part of a contract for a touristic event – the organizer’s obligation to provide the participant with appropriate care.

It should be hereby noted, that the responsibility determined in Article 12 is of a contingent nature – it becomes active at the point when the professional entity is offering the consumers with written materials on the touristic event or touristic services. Article 13, on the other hand, imposes an unconditional obligation on the professional entity to deliver the specified information, regardless of the offered written materials and the chosen touristic destination. One may even state that the information provided in regards to the Article 12 are of a general nature, as the written materials offered by the professional entities on the tourism market are aimed at a wider group of recipients, while the information provided moments prior to the decision of concluding the contract should be customized for the recipient – not only in regards to his/her current situation (such as having a viable passport or visa), but also his/her individual knowledge (for instance – a person heading for his or hers first trip to the United States of America should be provided with more detailed information on the process of acquiring a visa in comparison to a person who had made the trip prior). The requirement imposed on the professional entities also makes them responsible for updating the handled information, thus following all the changes concerning the matters included in the act.

These days, an information obligation that should be considered especially crucial would be one regulated in the Article 13 of Clause 2 in the Act on Tourism Services. According to this particular Act, the touristic organizer is obliged to inform the client about specific threats to life and health associated with the visited areas and possibilities of providing insurance for such. This also concerns threats that develop after the contract’s conclusion. As a rule, the aforementioned obligation is developed prior to the conclusion, however, it remains in force afterwards (although it should be noted that it remains so while the contract is being executed, that is during the event) and relates to each and every type of information (associated with human actions – terrorism, high crime rates; as well as natural causes, such as earthquakes, floods etc.). It is necessary to agree with an assertion by P. Cybula, who states that ‘This legislation should provide the client with a possibility to measure the potential risks associated with the trip in order to make an appropriate decision: (1) regarding the contract’s conclusion (if it has not been reached yet); (2) a possible cancelation of the contract (if the threats in question have occurred after the conclusion and the client is no longer interested in participation under these circumstances); (3) the proper preparations for the trip’ (Cybula 2012). It is noted that professional entities may gather information on specific threats to life and health utilizing the guidelines determined by the Ministry of Foreign Affairs (including ‘Travel warnings’). Nevertheless, it is crucial to remember that the updates provided by the Ministry have a strictly informative character and their delivery may happen to be delayed. It should also be noted that the responsibility for pointing the source of this information (for example a website) to the consumer-tourist or consumer-visitor is not recognized as a fulfillment of the obligation by Clause 2 of the Article 13. The professional entity is therefore obliged to provide explicit information that strictly relates to the specified touristic event and is aimed at a specified consumer (the obligation of adjusting the provided information10).

In conclusion, it is noted that the informative obligation resulting directly from Article 13 may be considered fulfilled only when the aforementioned information is delivered in written form11. Regardless, it should be incontestably noted that delivering those through means of distance communication (such as e-mail) also constitutes a valid execution. It may seem that a stricter approach would not correspond with a contemporary nature of contractor-consumer communication. Indeed, circumstances exist where a part of information included in Article 13 could be encompassed in the terms and conditions presented to the consumers prior to the conclusion of the contract for the touristic event. However, when considering the fact that those parts of information should be strictly specified, there is no possibility to entirely encompass them in the general terms and conditions of participation.

9 Literature clearly indicates that the obligation specified in Articles 12 and 13 of the Act on Tourism Services while formally the same, has a slightly different scope. Thus, fulfilling it in accordance with Article 12 does not exclude the obligatory nature of responsibilities developed on the ground of Article 13 (for broader remarks see: Cybula 2012).

10 The matter of the traveler’s security has also been discussed in the Directive 2015/2302, where the European legislator entitled the consumers to terminate the contract for tourism services prior to the event, without paying any type of fees, had any security problems occurred in the given destination. It may seem that the purpose of the aforementioned action is to limit the number of touristic events organized in destinations specifically endangered (by terrorist acts, for example). Nevertheless, it seems reasonable to state what kinds of situations should be considered dangerous, hence having a potential influence on a touristic event.

11 It is highlighted that the Polish legislator was more restrictive when determining the informative obligation of professional entities. According to Article 4, Clause 1 of the Directive 90/314 the information should be handled to tourists ‘in a written or other appropriate form’.
Elaborating on the aforementioned matter would not be complete without pointing a direction for changes that are certainly going to be introduced by developing the European legislature.

The most crucial changes will take place after the introduction of the Directive 2015/2302.

One should hereby take notice of the Article 4 of the Directive 2015/2302 – according to which ‘Unless otherwise provided for in this Directive, Member States shall not maintain or introduce, in their national law, provisions diverging from those laid down in this Directive, including more or less stringent provisions which would ensure a different level of traveller protection’. Thus, the Directive 90/314 introduces a rule of a minimum harmonization standard, one that is specific for other directives on consumer rights. According to its Article 8, in order to realize the postulate of consumer’s protection, Member States may establish or re-enact stricter rules in the area covered by the directive. On the ground of the provided rules it should be thereby noted that there is a fundamental change being introduced into the harmonization of the touristic community market, which is directly associated with the blurring of the borders of the tourism service market, which is directly linked to the specificity and universality of tourism. Thus, the introduction of the Directive 2015/2302 constitutes a great challenge for the national legislation.

It is worth highlighting that Directive 2015/2302 also places the burden of proof on the professional entity in terms of informative obligations determined in Article 8. In effect, the above-mentioned regulation recognizes the burden of proof as a substantive legal basis and clearly indicates who should be charged for the potential failure of the process of argumentation. After its introduction into the national legal system it will stand as a lex specialis in relation to Article 6 of the Polish Civil Code.

Moreover, it is necessary to note that Article 5 of the Directive 2015/2302 introduces a slightly different regime regarding the right to information, which is linked to the fundamental aim of the directive, this being the covering of a wide array of touristic events and associated touristic services, including those offered online – not included in Directive 90/314. Precisely speaking, there is no distinct contradistinction between pre-contractual information and those provided prior to the beginning of the touristic package (the utilization of the touristic package, often described in literature as information provided to the tourist before the trip), indicating that all information

12 It is noted that the following paper touches upon the issue of the right to information during the process of forming a contract for touristic services within the meaning of a tourism event; hence it does not include the so-called dynamic packages (joint touristic services).
character of the method in which the package was purchased. In their main parts, the forms attempt to strictly articulate for the consumer what type of services he is being presented with (a touristic event, joint touristic services) – obviously, the information provided by the entity is should be legitimate.

As a rule, the information included in the standardized forms relate to:

- the character of the touristic package,
- indicating what entity (or entities) hold the responsibility for the improper performance of the service (including a substantive indication),
- indicating that the professional entities responsible for the performance of the agreement possess the security necessary for providing the return of the payments, while also guaranteeing a return to the country if the transportation was included in the tourism event and the professional entity had become insolvent.

Moreover, according to the content of the forms, the professional entity is also obliged to provide the consumer with the information regarding his legal rights that derive from the Community rules. The aforementioned fall into the category of information that concern each and every touristic package, therefore they may be related to all types of touristic events. Their utilization may appear dubious in terms of forcing progressively more detailed information packages for the consumers upon professional entities. On the other hand, they constitute a tool that is both practical and fairly easy in use, allowing the professional entity to fulfill his responsibilities. Furthermore, the information catalogue specified in the new directive relates to the universal character. Taking their nature into the account, they will be most certainly handled to the consumer as terms and conditions of the participation.

Nevertheless, also Article 5 of the Directive 2015/2302 introduces information obligations (but some of them is facultative – that is cases where the responsibility for communicating lays upon the professional entity only in aspects relating to a touristic event, hence, for example: if the touristic package does not include transportation, the entity is not obliged to provide information on this matter), such information include:

- the main characteristics of the travel services,
- the trading name and geographical address of the organizer and, where applicable, of the retailer, as well as their telephone number and, where applicable, e-mail address,
- the total price of the package inclusive of taxes and, where applicable, of all additional fees, charges and other costs or, where those costs cannot reasonably be calculated in advance of the conclusion of the contract, an indication of the type of additional costs which the traveller may still have to bear,
- the arrangements for payment, including any amount or percentage of the price which is to be paid as a down payment and the timetable for payment of the balance, or financial guarantees to be paid or provided by the traveler,
- the minimum number of persons required for the package to take place and the time-limit, referred to in point (a) of Article 12(3), before the start of the package for the possible termination of the contract if that number is not reached,
- general information on passport and visa requirements, including approximate periods for obtaining visas and information on health formalities, of the country of destination,
- information that the traveler may terminate the contract at any time before the start of the package in return for payment of an appropriate termination fee, or, where applicable, the standardized termination fees requested by the organizer, in accordance with Article 12(1);
- information on optional or compulsory insurance to cover the cost of termination of the contract by the traveler or the cost of assistance, including repatriation, in the event of accident, illness or death.

It is thereby indicated that the new directive is more restrictive towards communication on the contractor-consumer level, strictly highlighting that the consumer-traveler should be able to contact the organizer also via the retailer through which he had acquired the touristic event. Thus, the legislator strictly emphasizes that ‘retailers should be held responsible along with the organizer for providing the information prior to the completion of a contract’ (recital 24 of the preamble), which should generally constitute the further detailing of regulations included in the Directive 90/314. However, as it happened in case of Directive 90/314, the legislator related to the issue of clearness and intelligibility of the information communicated to the consumer. The new directive (the Directive 2015/2302) clearly states the requirement of providing the information in a clear and intelligible manner, emphasizing the requirement for its transparency (the Directive 90/314 suggest ‘a form accessible for the client’). Additionally, it states that information provided in a written form should be readable, which, following the regulations’ literal interpretation, should be understood as information clear both in its content and technical structure. According to the

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15 When the organizer or retailer failed to fulfill the information requirements on additional charges or other costs before concluding the contract for participation in the tourist event, the consumer-traveler does not have to take these charges or other costs.


The fundamental information provided in the written materials (including those constituting the advertisement by the professional entity) in form of messages delivered prior to the completion of the contract that concern the elements indicated in Article 5, Clause 1, first paragraph, letters a, c, d, e and g of Directive 2015/2302 – should be legally binding (hence the consumer has a right to presume that the aforementioned information constitute a part of the contract), unless the professional entity strictly reserves the right to modify these elements provided that these changes were made in a clear, intelligible and readable manner and communicated to the consumer-traveler in such a way prior to the completion of the contract for the participation in a touristic event. Thus, the above-mentioned does not violate the regulation regarding the freedom of contract. The indicated construction is analogous to the one included in the Directive 90/314.

In conclusion, the changes introduced through the Directive 2015/2302 are a result of changes transpiring on the global market of touristic services, where the online communication with the consumer (including online channels of advertising and distribution) is becoming progressively more and more important. As a rule, it remains faithful to the regulations of the Directive 90/314. Nevertheless, when it comes to its main achievements, one should point the introduction of standardized information forms that aim at making consumer conscious of the type of the service he is encountering (a touristic event, a package of standardized touristic services etc.). The introduction of the aforementioned forms fundamentally bounds the postulate of limiting the specificity of informative responsibilities of professional entities, at the same time making the fulfilling of the right to information easier. Still, it is not certain how the directive's regulations will be implemented into the legal systems of Member States that emphasize that more or less detailed regulations may not be introduced.

Comments on cultural tourism tour operators

In the first place it should be noted that the information obligations apply to all tour operators operating on the market of tourist services, and thus also applies to cultural tourism tour operators. So, cultural tourism professional entities do not constitute any exception. According to the literature, there are three basic types of cultural tourism tour operators, which occurs on the market of tourist services, namely:

- tour operators specializing in cultural tourism,
- tour operators specializing in various forms of cultural tourism,
- tour operators for whom cultural tourism is one of the most important branches of their offer (Malchrowicz 2011).

Taking into account above division it can be noticed that large group of tour operators can be considered under the indicated categories (of course while considering cultural tourism concept in broad sense). Aspects of cultural tourism are in fact concluded in a huge amount of tourist offers (i.e.: optional tours). In addition, a very important issue to determine the obligations of information and problems related to their fulfillment is to identify the characteristics of the offer cultural tourism tour operators. The most important are:

- saturation of itinerary (a rich program, often very tight),
- sightseeing tours (rather than staying in one destination),
- distant destinations travels,
- high competitiveness among offers.

So, there is a need to ask two very specific questions: (1) Does a high level of detail of information obligations imposed threaten the legal rights of professional entities? (2) In particular, legal rights of entitle, which offer very complex and ‘complicated’ travel packages (cultural tourism tour operators)?

It can be assumed that the tourism event, in some ways, can be classified as a category of consumer goods - however, this is the good having their peculiar specific features. Placing indicated definition in a broader perspective – it should be emphasized that the touristic event will thus be a kind of tourism product. Its obligatory elements and features will be shaped not only by law, but will depend on the inherent characteristics of the tourism product. In particular, immanent, the most important characteristics of the tourism product can be distinguished, i.e.:

- specific type of service,
- elusiveness,
- unity of time and place of production and consumption,
- impossibility of storage,
- impossibility of transferring.

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14 Term tourism event, according to the statutory definition, means at least two tourism services formed in uniform program with common price, if these services include accommodation or last more than 24 hours or if the program provides the change of place of residence (article 3 Act on Tourism Services). The definition of a tourism event has been essentially extended in the Directive 2015/2302. Member States are obliged to apply the provisions of the Directive by 1st July 2018.

15 The literature distinguishes the actual and potential tourism product. Actual tourism product means all activities that are taken by tourists during the trip and stay at destination (tourism product in the broad sense), or everything that tourists purchase (tourism product sensu stricto; Medlik, 1995).
The acquisition of the tourism product, where a decision is taken on the basis to the basic package, the package extended, optional package, or destination). Features will distinguish only tourism products. Of course, the same tourism products can be divided into different kinds of them – the following types of tourism products can be indicated: (1) tourism product item, (2) tourism product service, (3) tourism product event (4) tourism product trip, (5) tourism product object, (6) tourism product trail, (7) tourism product area (Kaczmarek, Stasiak, Włodarczyk 2005). Transferring above considerations on the tourism product, on the ground of article it should undoubtedly be noted that essential issue is to identify and assess characteristics and category division mentioned above. It can be preliminary said that legal regulations are (or at least should) depend on the parameters mentioned and therefore the design should interact with them.

As it was noted, tourists (visitors) make the decision to participate / purchase of the tourism product in the form of a tourism event under the influence of certain ideas. The quality offered to customers depends almost entirely on its organizer, i.e.: the fairness and professionalism of entity. Among other things, thanks to information granted by the professional parties tourists can take a basic understanding of the quality of the travel package, which could only be a combination of the basic elements of the tourist offer (goods and services). In practice, however, structure of the travel packages is varied and includes:

- basic packages – basic tourist good and services, i.e.: accommodation, food, transport,
- extended packages – basic package, as well as additional services and goods, increasing the attractiveness of the offer, the choice of which client (tourist) usually has no influence,
- optional packages – complementary basic package (possibly extended), which the tourist can book for a certain charge, chosen freely in various configurations (Kaczmarek, Stasiak, Włodarczyk 2005).

Hence, an extremely difficult task is to choose a general catalog of information provided to potential tourists. The catalog must therefore be flexible enough to cover all the possibilities of the created travel packages. In order to decide a potential tourist must therefore have a full range of reliable and accurate information on the components of a touristic event (tourism product) and, moreover, all information relating to each of its elements (relating to the basic package, the package extended, optional package, or destination). The acquisition of the tourism product, where a decision is taken on the basis of reliable information analyzed is the desired situation. So, consumer should get some additional benefits, such as convenience, resulting from the receipt in one place all services and a sense of security, associated with ensuring the performance of the service. Forms provided by the Directive 2015/2302 are not actually divided by packages, which can make them equal. Rating each part of the tourism product thus becomes more difficult. When direct contact with the customer can select these issues, the more difficult it is to the information sent electronically.

In summary, it is undeniable that every (even a short) trip requires preparation, both material and in terms of service. This preparation is the responsibility of the supply side (tour operators), whose duty is to create a proposal for a potential tourism product (in the case commented a touristic event), which after appropriate assessment of the potential tourist or visitor, becomes a real tourist product.

Summary

To summarize, it should be noted, that the right to information is an important postulate of consumer protection. However, there is an important question concerning if implementation of mentioned duties created by Act on Tourism Services and European regulations can be considered as a threat for professional entities’ interest. In particular, while speaking about marketing or advertising actions. The essence of the right to information is not limited to the statement that the consumer may require to provide information specified in the standards of law, but also that consumer may require advisory components clarifying certain issues (or paying his/her attention to less obvious elements; Gnela 2013). In particular, noting that the professional entities are increasingly expected to expand information obligations beyond legal requirements (Łętowska 2012). Moreover, it should be remembered that professional entities operating on the tourism market sell some kind of idea about tourism services. Hence, it is very difficult to determine general catalog of information, which also applies to all possible elements of the travel package, and therefore is useful when deciding to purchase a package. What is more, according to tourism services agreement (so called travel agreement) information obligations can be assigned to specific categories. Thus, it is possible to distinguish:

- legal instruments for establishing the specific consumer’s claims to provide certain information (i.e.: legal instruments requiring from the entrepreneur to provide the consumer with specific information),
- legal instruments, which do not allow to determine the specific consumer’s claims to provide certain information, i.e.:
▪ legal instruments for preventing misleading the consumer by giving false or inaccurate information,
▪ legal instruments related to the advice obligation (i.e.: including the obligation to provide explanations).

Of course, the provisions on information obligations (in all ratios involving the consumer) are created by European legislation. Hence, it is possible to notice certain tendencies, which are uniform in the legal systems of the Member States of the European Union. Essential for commented subject was, of course, the Directive 90/314. Prior to the transposition, professional entities have an obligation to inform the customer before the conclusion of the contract of tourist services, but obligation of providing contractual information was not regulated (i.e.: Denmark, United Kingdom) or professional parties were obliged to provide only contractual information – without duty to provide pre-contractual ones (i.e.: France, Italy, Spain; Gwoździcka-Piotrowska 2010). So, it is extremely important to emphasize the importance of the Directive 90/314 in the process of harmonization of regulations concerning right to information on tourist market. This does not mean, however, that all Member States have implemented the list of duties contained in the Directive 90/314, which were introduced only as a regulatory framework in the field of consumer information. Nowadays, it is also quite unclear how the Directive no 2015/2302 harmonization processes will be held (taking into account revolutionary changes). It also seems that it is necessary to consider how detailed information consumers need to make a purchase (to make informed choice). ‘The new directive’ therefore seems to be very detailed, which may raise doubts whether its provisions do not limits the right of professional entitles.

One more time, it should be emphasised that professional entity operating on the tourist market sells some kind of idea about tourist services. Hence, it is very difficult to determine a general catalogue of information, which also apply to all possible elements of the package tourism, and therefore is useful when deciding to purchase a package. In addition, it should be noted that the obligation to provide information is more difficult to meet for entities, whose offer is more complex (contains many elements), and these include cultural tourism tour operators.

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Protection of historical heritage as part of the development of cultural tourism – a case study of the community of Kamieniec Ząbkowicki in Lower Silesia

Abstract: Both literature and economics show a changing approach to historical heritage. It is no longer seen as a resource that generates only high maintenance costs. Analyses of local government units (LGUs) show that historical heritage is a strength rather than a weakness. More and more often, it is considered in economic development strategies as an asset that creates new activities and functions, generates income, and creates jobs. One example of the strategic use of historic heritage is cultural tourism, which is recognized as one of the fastest growing tourism sectors in economy. Improving the quality of historical heritage may in the future result in positive effects directly connected with the heritage itself, and through the multiplier effect, may impact the whole region as well.

The objective of this article is to discuss historical heritage in the community of Kamieniec Ząbkowicki, in the voivodship of Lower Silesia, where one of the most beautiful palaces in Poland – the home of Princess Marianne of Orange-Nassau – is located. After World War II, the palace began falling into disrepair until the 1980s, when it was leased to a private investor. In the 21st century, the palace was returned to the LGU of Kamieniec Ząbkowicki, who, since 2012, has been performing repairs and reconstruction works, with the intention of restoring the palace’s former glory and beauty. This article will analyse the role of historical heritage as an element of cultural tourism in the economic development strategy of the LGU in Kamieniec Ząbkowicki as well as analyse expenditure incurred by the municipality and the generated positive effects.

Key words: historical heritage, cultural tourism, the community of Kamieniec Ząbkowicki

Introduction

Both literature and economics show a changing approach to historical heritage. It is no longer seen as a resource that generates only high maintenance costs. SWOT analyses of local government units (LGUs) show that historical heritage is a strength rather than a weakness. More and more often, it is considered in the economic development strategy of local government as an asset that creates new activities and functions, generates income and creates jobs. One example of the strategic use of historical heritage is cultural tourism, which is one of the fastest growing tourism sectors in the economy (Rypkema 2011). Methods used by local governments to improve the quality of historical heritage may in the future generate positive effects directly within the heritage, and through the multiplier effect, may affect the region as a whole.

The aim of this article is to discuss historical heritage in the community of Kamieniec Ząbkowicki, in the voivodship of Lower Silesia, where one of the most beautiful palaces in Poland – the home of Princess Marianne of Orange-Nassau – is located. After World War II, the palace began falling into disrepair until the 1980s, when it was leased to a private investor. In the 21st century, the palace was returned to the LGU of Kamieniec Ząbkowicki, who, since 2012, has been performing repairs and reconstruction works, with the intention of restoring the palace’s former glory and beauty. This article will analyse the role of historical heritage as an element of cultural tourism in the economic development strategy of the LGU in Kamieniec Ząbkowicki as well as analyse expenditure incurred by the municipality and the generated positive effects.

Research methodology

The article was prepared using various research methods. It is divided into two main parts. The first part presents an overview of the literature on the role of historical heritage in the economy. In this section, monographic analysis of Polish and foreign literature was conducted. The empirical part of the article was carried out by studying documents in order to present the role of tourism and the importance of historical heritage for regional development for the LGU in Kamieniec Ząbkowicki. In addition, statistical analysis of the amount of historical heritage, as well as expenditure of the LGU on the protection and development of tourism in the discussed area was used to complete this article. Data on historical heritage was obtained from the Regional Conservator, and economic and financial data was taken from the Central Statistical Office and the LGU in Kamieniec Ząbkowicki.

The role of historical heritage in cultural tourism

Compared to many other European countries, the development of cultural tourism in Poland as an independent economic sector was delayed. Due to this, a comprehensive and functional definition of cultural tourism that clearly separated cultural tourism from other sectors of tourism was presented in Polish scientific literature much later than in foreign literature. Cultural tourism has been recognized as a social phenomenon as well as a branch of economy. The definition of cultural tourism combines different issues: a service offer, personal motives of participants to explore the historical and cultural heritage,
and cultural values possible to achieve by the participants. Cultural tourism is tourism that is based on exploring historic heritage (Marciszewska 2002; McKercher 2002; Malek 2003; Goeldner, Ritchie 2006; Gaworecki 2007; Richards 2007; Jedrysiak 2008; Mikos von Rohrscheidt 2008; Kowalczyk 2008; Ivanovic 2009). Therefore, historical heritage plays an important role as a tourist product that can actively influence the attractiveness of a region. In recent times, the intensive development of this sector of tourism has been recognized as a valuable sector of the economy and as a contributor to shaping the new role of cultural heritage in social life (Kozak 2008). Previous studies have confirmed that cultural tourism is one of the fastest growing sub-sectors of tourism around the world, particularly in respect to the number of employees (Rypkema et. al. 2011). Foreign literature refers to various issues related to the culture tourism, e.g. stakeholders of this sub-sector, the independence between resources and the cultural heritage. The importance of historical heritage’s quality for their economic utilisation shall be stressed (Du Cros, Salazar 2012). Smaller restored historic buildings are earmarked for residential buildings, while larger ones gain tourist functions. Such buildings are rarely given other roles. Research on the use of castles and palaces in the Lesser Poland voivodship has shown that although half of them are designed for tourism and they influence local economic development to various extents, the quality of their development and maintenance almost everywhere is far from perfect (Kozak 2008).

According to the report ‘Investing in success. Heritage and the UK tourism economy’ the cultural tourism subsector brings more than 12.4 billion GBP a year in income to the economy, including 7.3 billion GBP from only monuments and museums, making it economically larger than such industries as advertising, automotive or broadcasting. The sector contributed to the creation of about 195 thousand jobs, including 113 thousand within cultural heritage itself. Moreover, thanks to the multiplier effect, it is estimated that the contribution of cultural tourism to the total GDP of the country amounts to 20.6 billion GBP and nearly 470,000 jobs. This is due to the structure of expenditure of tourists – one-third of their expenditure goes directly to monuments, e.g. paying for tickets, and the rest covers factors indirectly related to tourism, e.g. bills in restaurants and hotels (Heritage and the UK tourism economy 2009).

Analysis of cultural tourism in the UK shows that 40% of foreign visitors in the UK indicate historical monuments and cultural heritage as a primary reason for their visit. In addition, 53% of the local population take a journey to experience the atmosphere of a historic place at least once a year, and 42% of them have visited a museum or a gallery. The study emphasises that ‘it is important to be aware of the potential for growth in this sector’ (Heritage and the UK tourism economy 2009). It is expected that tourism economy will grow at a rate of 2.6% per annum between 2009 and 2018. This is much more than the projected rate of 0.8% y/y in the sector of production, and simultaneously it is a similar rate to the growth of such sectors like retail and construction. The intensity of work in the tourism sector should also ensure the creation of new jobs (Heritage and the UK tourism economy 2009).

The importance of the cultural tourism sub-sector within Europe is shown by the fact that as many as 9 million jobs in the EU directly or indirectly relate to that sector. The market value of cultural heritage protection is estimated at 5 billion EUR per year. However, cultural heritage is fragile, which generates the need for expenditure at the level of 14 million EUR annually. Therefore, protection of cultural heritage is a serious problem for policymakers, stakeholders and citizens (The value of historic houses for tourism 2011).

**Landmarks in the development strategy of the community of Kamieniec Ząbkowicki**

The community of Kamieniec Ząbkowicki is a rural community with approx. 9 thousand residents. It is characterized by a relatively high saturation of historical buildings such as churches, presbyteries, palaces with parks, manor houses, granges, and residential and farm buildings. The largest number of such buildings is located in the village of Kamieniec Ząbkowicki (232 out of the 775 buildings listed in the community’s historical heritage records). In the development strategy of the community of Kamieniec Ząbkowicki for the period of 2012–2020, one of the economic aspects of its development is shown to be heritage and historical monuments and they are taken into account in the vision of economic growth for the region. Attractive historical heritage and historical objectives are mentioned as the strengths of the community in its SWOT analysis. At the same time, the community’s weaknesses include the poor state of historical, cultural and landscape resources for tourism purposes. This may indicate awareness of a potential economic resource owned the community. Renovation of historic buildings, including the development of the palace, and the development of tourist services based on these buildings are seen as opportunities for the economic development of the community.

In the community’s vision of the future, four strategic objectives are given, among which, in target C (titled ‘COME, SEE, APPRECIATE’), tourism and recreation are recognized as new pillars of the community’s economy (Achremowicz, Boryczka 2012). As part of this, tasks directly related to the protection of monuments are stated, which means that the community...
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perceives cultural heritage as an aspect of its development. Specific activities in the field of cultural heritage protection, which are necessary to comply with the concept of tourism development, are also mentioned.

This vision of the future is prepared in accordance with the Municipal Programme for the Protection of Monuments in the community of Kamieniec Ząbkowicki, which takes into account the various points. In order to achieve spatial development of the country, monument protection should be considered a strategic task. The degradation of monuments and their further reconstruction should be inhibited. Action should be taken to increase the attractiveness of heritages for social, tourist and educational purposes and initiatives to apply to external sources to finance the care of monuments should be supported. Activities that enable the creation of jobs related to the preservation of monuments should be conducted.

Expenditure of the community of Kamieniec Ząbkowicki on the protection of monuments

One of the most valuable historic buildings located in the community of Kamieniec Ząbkowicki is the palace, commonly known as the home of Marianne of Orange. The property requires modernization and revitalization. In the village, during the period 2008–2014, the expenditure on culture and the protection of heritage increased more than fivefold, from approx. 500 thousand PLN to over 2.5 million PLN, as shown in Figure 1 (a, b).

In particular, a significant increase has been recorded since 2012, because in August 2012, the ownership rights of the largest monument were returned to the community and the LGU started to renovate and reconstruct the building almost at once. At the same time, total expenses increased by less than 32%. The consequence of these changes is a fourfold increase of expenditure on culture and the protection of heritage in total expenditure, from 2.37% in 2008 to 9.65% in 2014.

In 2012, the community’s work on repairing the palace included sorting and cleaning the area of approx. 20 thousand m² of the palace itself and approx. 120 hectares of the surrounding park, with all of its small buildings. The palace was also equipped with protection against the consequences of bad weather, as well as of vandalism. During the period of 2013–2014, the viewing platform was renovated and the vault just under the platform was repaired. Some of the individual rooms of the palace were reconstructed in order to prepare them to house temporary and permanent exhibitions.

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During the period of 2014–2020, the community is planning to apply for funding for a total amount of 40 million PLN. These means are necessary to continue securing the building and to adapt the palace in order to fully open it to the public. In 2016, the community plans to spend more than 2 million PLN of its own capital expenditure on the preservation and restoration of the park and the reconstruction of the palace. Additionally, current expenditure is already being spent on the maintenance of the facility.

Use of the Palace for cultural tourism

Tourist traffic in the community of Kamieniec Ząbkowicki

The tourist potential of the community of Kamieniec Ząbkowicki has already been presented in some research (Mikos v. Rohrscheidt 2015). The author indicates that the district of Ząbkowice, including the studied community, may benefit from resources in order to develop many forms of cultural tourism such as religious tourism, urban tourism, industrial tourism, museum tourism, nature tourism, military tourism, heritage tourism, literary tourism and ethnic tourism. Because of the development of cultural tourism, the LGU of Kamieniec Ząbkowicki decided to create a cultural park called ‘Castle Hill, Valley of Budzówka and Nysa Kłodzka’ in order to protect valuable cultural items, landscape and naturally shaped historical spaces. The park consists of the Cistercian abbey, the residential complex on the castle hill, the landscape in the Valley of Nysa Kłodzka, and the residential settlements in Mały Byczeń and Góra Śremska.

An analysis of tourist traffic has been carried out based on data regarding accommodation, as shown in Figure 2.

![Fig. 2. Tourist traffic in the community of Kamieniec Ząbkowicki](source: own study based on data from the Central Statistical Office.)

The highest number of visitors in the community of Kamieniec Ząbkowicki was recorded in the end of first decade of the 21st century. Then, the number of visitors began to gradually decrease until 2013, when another growth occurred, one which can be associated with the palace being restored for visitors.

The results of the renovation work undertaken in August 2012 led to the reopening of the palace of Marianne of Orange-Nassau to the public. 10 months after taking back ownership of the building, a guided route was launched and part of the palace was opened to tourists. The main tourist attraction of the palace is a guided tour which takes place throughout the year. The number of visitors to the palace is shown in Table 1.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 (from 1st May)</td>
<td>10,591</td>
</tr>
<tr>
<td>2014</td>
<td>17,629</td>
</tr>
<tr>
<td>2015</td>
<td>23,351</td>
</tr>
</tbody>
</table>

Source: own study based on data provided by the community of Kamieniec Ząbkowicki.

Between 1st May 2013 and August 2014 the palace was visited by approx. 25 thousand people, which resulted in revenue from ticket sales of approx. 500 thousand PLN. Throughout the whole period shown in Table 1, more than 50 thousand tickets were sold, which generated revenue in the amount of more than 1 million PLN.

Marianne’s Palace as a tourist attraction

Marianne’s Palace is the site of a variety of cultural activities and events. The first event at the palace took place in 2014, and since then periodical events such as the ‘Spring of Tulips’ in May and ‘Marianne of Orange-Nassau's Farewell to Summer’ in September take place. The terraces of the palace also host opera and operetta concerts, traditional dances, quartet concerts, etc. Thematic meetings are also held within the palace grounds, e.g. in May 2015 in the park, a walk was organized with botanist W. Giża, Ph.D. along with a presentation of the natural values of the park, and in September 2015, an amateur off-road cycling rally through the park combined with a night visit to the palace took place. The community also cooperates with the museum in Nysa to organize in the palace temporary exhibitions of masterpieces which originate from the palace. The museum in Nysa currently stores the collection of works of art from the palace in Kamieniec Ząbkowicki as they were transferred there in the 1950s from the government of Czechoslovakia (kamieniecabkowicki.eu/2015/01/dziela-sztuki-z-naszego-palacu).
The community authorities make multiple efforts to promote the palace among potential tourists. For example, a quest involving the discovery of the heritage site and the park around the palace was once held (Clark, Glazer 2004). In April 2015 in Kamieniec Ząbkowicki, a training session for tourist guides took place, with the main purpose being to present the tourist attractions in Kamieniec Ząbkowicki (kamieniec zabkowicki.eu/2015/04/kamieniec-wciaz-do-odkrycia). In the summer of 2015, Marianne’s Palace was presented as a prominent cultural building during an exhibition entitled ‘The Beauty Found’, which was shown in public spaces in Warsaw. The organizers of the exhibition focused on historical buildings restored to their former glory by local governments or with their support in the past 25 years (kamieniec zabkowicki.eu/2015/06/piekno-odnalezienie). In the autumn of 2015, the palace took part in a national campaign called ‘For Half Price’, encouraging tourists to explore the building in the night time. Additionally, drawings by C.F. Schinkel of various versions of plans of the palace and subsequent versions of the design of the buildings were presented at the National Museum in Wroclaw in the exhibition called ‘Codes of memory. Iconography of Silesia in graphics and drawings from the eighteenth to the early twentieth century.’ The exhibition was open to the public at the turn of 2015 and 2016.

After completing the repair and modernization of the palace, the community of Kamieniec Ząbkowicki is planning to develop the building as a multi-purpose area that offers accommodation and leisure and conference facilities. The aim of the community is to allow tourists to visit the palace, also in case of a potential future lease or a sale of the building. It is also planned that in the future, the revitalized palace facilities will provide a place for Centre for Polish-Dutch Cooperation. A permanent exhibition of tulips on the terraced gardens would also be organized as a cyclical event taking place every year, like the Spring of Tulips. In order to exploit the existing potential of the buildings within the palace grounds, it is necessary to improve them and adapt the infrastructure to the requirements of architectural, environmental, and spatial conditions (abkowiceslaskie4you.pl/2014/08/praca-daje-efekty-i-satysfakcje).

Conclusions

Studies confirm that the idea that historical heritage is a resource that puts great pressure on the expenditure budget of the owner may be unfounded. Even in the small rural community of Kamieniec Ząbkowicki, historical heritage is treated as an asset and an element of the LGU’s development strategy. The Mayor of Kamieniec Ząbkowicki observes: ‘For such a monumental heritage site like the palace of Marianne of Orange-Nassau, it is important to use all its potential, because, on one hand, such a building can be overwhelming with its size, but, on the other hand, precisely because of its size, the community can benefit from its function as a tourist and cultural attraction.’ (zabkowiceslaskie4you.pl/2014/08/praca-daje-efekty-i-satysfakcje). The community authority of Kamieniec Ząbkowicki successfully applied for external financing for the repair and reconstruction of the palace, as the scope of this kind of work is beyond its financial capacity. After two years of managing the palace, the community received grants totalling from various sources, which enabled the realization of the most essential safety and repair work. At the same time, the palace has been visited by approx. 50 thousand people which has generated approx. PLN 1 million in revenue from ticket sales only. By 2020, the community expects to receive grants in the amount of PLN 40 million in order to complete work which will make it possible to completely open the palace to visitors.

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Tourist attractiveness of castles in Świętokrzyskie Province

Abstract: The article presents survey of tourist attractiveness of all castles, regardless their actual condition, existing in the Świętokrzyskie Province. Parallel information, obtained from literature, internet and personal observation, concerning tourist values and infrastructure, as well as communication accessibility of each castle, was presented briefly and logically in a condensed way and respectively analyzed and evaluated in method of point bonitation. That consequently allowed to prepare the signature map of tourist attractiveness’ diversity of examined monuments. Finally, obtained results helped to indicate the most important and typical characteristics determining attractiveness of the castles in the region, as well as make the attempt of pointing some principles and ways of further tourist development of such constructions in the Świętokrzyskie Province.

Key words: tourist attractiveness, castles, Świętokrzyskie Province, point bonitation

Introduction

Authors of ‘Strategia rozwoju turystyki w województwie świętokrzyskim na lata 2015–2020’ stress that tourism is one of the most important branches of region’s economy (Majewska, Wilczyński, Wilczyński 2014, p. 6). Świętokrzyskie Province is attractive mainly because of its natural values and high biodiversity – on limited area there are many different species of flora and fauna. However, the mentioned document claims also that founding tourism in the region basing only on those natural values is highly inappropriate, because province’s great advantage lies also in mutual influence of natural and cultural heritage (Majewska, Wilczyński, Wilczyński 2014, p. 42–43). Importance of the cultural heritage for further tourism development in Świętokrzyskie Province is compatible with general trend of expansion of cultural tourism. Nowadays influence of monuments of such heritage for region’s socio-economic development, not only by affecting interested in them tourism, but also connected economy sectors, is stressed more often in the literature.
In such context the problem is in fact that Świętokrzyskie Province has the lowest number of monuments in Poland, only 1,654 stationary buildings (www.nid.pl...). Moreover, also their spatial density is low, only 14 monuments for 10 thousand hectares (comparing with others that gives the region last but one place; Poland’s average is 23). Therefore, if the number of monuments does not support the development of tourism, important question becomes their attractiveness.

Castles are only a small group of region’s monuments (next to the sacral or residential places), but are that type of monuments, which usually is of great interest, not only among adult tourists, but also kids and the youth. Moreover, the content of this paper limits strongly possibility of analysis of larger group of monuments. Therefore, the purpose of this paper is to determine tourist attractiveness of castles in the Świętokrzyskie Province, using method of point bonitation.

Method of point bonitation

Tourist attractiveness may be defined as a sum of elements of structural resources, which determine tourism development in specified area (Kaczmarek, Stasiak, Włodarczyk 2005, p. 51), and consist of:

- tourist values,
- tourist infrastructure,
- accessibility,
- others (e.g. municipal infrastructure, reception values – those are for example tourist information centers) (Kaczmarek, Stasiak, Włodarczyk 2005, p. 52, 55).

However, not all of the authors agree that aspect of accessibility should be included as a part of tourist attractiveness. For example, Kruczek as tourist attractiveness understands existence of a characteristic, which attracts tourists to the area thanks to its natural landscape values, climate, historical monuments and other interesting tourist facilities (Kruczek 2003, p. 273), but its creation depends on tourist values, accessibility and supply of services linked with visited region’s infrastructure (Kruczek 2003, p. 274). That author also stresses that attractiveness is relative, dependent on tourists’ likings.

In this paper authors, for the purpose of simplification and, at the same time, complex approach, have accepted the slightly modified definition of that of Kaczmarek, Stasiak and Włodarczyk, claiming that accessibility and tourist infrastructure (including reception values as tourist information centers) are part of tourist attractiveness.

During evaluation of tourist attractiveness method proposed by Kaczmarek, Stasiak and Włodarczyk to measure region’s tourist potential (known as Algorithm for Complex Evaluation of Tourist Potential) was used. It was possible, because tourist attractiveness is the most significant part of such potential. The method has a three-stage procedure:

- preliminary stage, which means collecting most important data about analyzed area,
- ordering stage, when importance of particular elements of tourist attractiveness is evaluated,
- stage of analysis and conclusions, when the most significant for tourist attractiveness characteristics, which should become base for further tourism development, are pointed out (Kaczmarek, Stasiak, Włodarczyk 2005, p. 58–69).

In the first stage the helpful methods may be: description, query in regional tourist institutions, inventarization or survey. Second stage bases on complex ordering of collected previously data, which subsequently determines relatively disinterested and overall attractiveness evaluation.

For analysis and presentation of collected data various methods may be used, however, for the purpose of this paper, to evaluate tourist attractiveness the authors have chosen the method of point bonitation. It allows to obtain objective and complex visualization of region’s tourist potential or its chosen elements (Kaczmarek, Stasiak, Włodarczyk 2005, p. 62). The idea of this method bases on assigning particular characteristics with diversified quality, occurring in analyzed area, adequate number of points, accordingly to the previously set scale. Addition of points from particular characteristics gives the opportunity for synthetic evaluation of area’s attractiveness (Lijewski, Mikulowski, Wyrzykowski 2002, p. 19). Assigned points can be positive (when some elements of the attractiveness exist) or negative (when they do not or their quality is insufficient). The advantage of this method is possibility of analyzing spots (e.g. particular tourist sites) or areas (e.g. communities). Aggregated results of point bonitation are presented in a cartographic way, known as differentiation map:

- with signature method (for spots; in this variant size of the signature presents scale of phenomenon),
- with cartogram (for areas; intensity of phenomenon is presented mainly by diversified tint of colors or pattern) (Kaczmarek, Stasiak, Włodarczyk 2005, p. 62–63).

However, some authors claim that bonitation, due to possibility of optional scale and criteria setting, is a subjective method (Lijewski, Mikulowski, Wyrzykowski 2002, p. 19), but those arguments are opposed by the fact, that none of the methods guarantees totally objective evaluation and bonitation is the best for overall analysis (because it allows to measure not only quantitative characteristics, but also qualitative ones). The result of the second stage should be a map of tourist potential, based on previous description and tables.
Instrument mostly used in the third stage is popular SWOT analysis, whose idea is to define for the analyzed area (considering previous measurements) its internal strengths and weaknesses and external opportunities and threats, which subsequently determines its usefulness in pointing region’s development ways.

Characterized above three-stage procedure was a theoretical base for evaluation and analysis of tourist attractiveness of castles in the Świętokrzyskie Province. It was based on previously made query, description, method of point bonitation and SWOT analysis.

Castles of the Świętokrzyskie Province

The castles for the survey were chosen according to ‘Leksykon zamków w Polsce’ (Kajzer, Kołodziejski, Salm 2003–2004), monumental work presenting in overall such constructions in Poland.

<table>
<thead>
<tr>
<th>Code</th>
<th>Location</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Bodzentyn</td>
<td>Castle located on a headland on the Psarka river was built in the 2nd half of 14th century, in next ages was expanded and modernized, what gave it today’s mannerism-baroque style. Abandoned since 19th century, nowadays it is protected as a permanent ruin (some architectural details like sandstone portal gate or coats of arms at the elevation are preserved). It has tourist information boards.</td>
</tr>
<tr>
<td>B</td>
<td>Chęciny</td>
<td>Castle located on a hill was built in 13th century and later expanded. Destroyed and abandoned in 17th century, renovated in 20th and 21st centuries. Today is protected as a permanent, spectacular ruin. Full line of the outer walls, three towers (viewing points), part of dungeons and foundations of living houses are preserved. The castle is adapted for tourist purposes (living history and small exhibition), serves as a place of local events, has tourist information and integration boards, as well as a local legend. Entrance fee.</td>
</tr>
<tr>
<td>C</td>
<td>Cmielow</td>
<td>Castle located partially on an island on the Kamienna river pool was built in 16th century and strongly damaged two centuries later. Today is a ruin with remnants of hexagonal tower, transformed for local economy ward with gate tower and key embrasures and leftovers of surrounding castle bastions. It has tourist information boards and a local legend.</td>
</tr>
<tr>
<td>D</td>
<td>Konary</td>
<td>Castle located on a hill was probably built in 13th century and destroyed two centuries later. Nowadays is a faint ruin, with only some foundation leftovers (including two-chamber cellar with pillar). It has tourist information boards.</td>
</tr>
<tr>
<td>E</td>
<td>Między- górz</td>
<td>Castle located on a hill was probably built in 14th century and in 16th century reconstructed in renaissance style. Nowadays is a ruin, with only one wall with windows and foundations leftovers. It has tourist information boards and a local legend.</td>
</tr>
<tr>
<td>F</td>
<td>Mokrsko Górne</td>
<td>Castle was built in 14th century, and in 16th century reconstructed in renaissance style. Abandoned in 19th century turned into a ruin. Some remnants of the walls are preserved. Private property, with no access for tourists.</td>
</tr>
<tr>
<td>G</td>
<td>Ossolin</td>
<td>Castle was built in 17th century and intentionally demolished in 19th century. Today is a faint ruin, with small remnants of gate tower and stone bridge arcade. It has tourist information boards and a local legends.</td>
</tr>
<tr>
<td>H</td>
<td>Pińczów</td>
<td>Castle located on a hill was built in 15th century and later reconstructed in mannerism style. Dismantled in 19th century, till now only tiny leftovers of foundations and tower (garden pavilion), which was integrated with later palace and is closed for tourists, are preserved.</td>
</tr>
<tr>
<td>I</td>
<td>Podgrodzie</td>
<td>Castle was under construction in 14th century, probably was never completed. Today is a faint ruin with only some ground floor walls leftovers.</td>
</tr>
<tr>
<td>J</td>
<td>Rembów</td>
<td>Castle located on a hill was built in 14th century and used only for a couple of decades. Abandoned and quickly collapsed, mainly because of the design flaws. Nowadays is a faint ruin with only some ground floor walls, tiny leftovers. It has a local legends.</td>
</tr>
<tr>
<td>K</td>
<td>Rzywiary</td>
<td>Castle located near a pond was built in 14th century. Destroyed in 17th century turned into a ruin. Till now only high brick corner with buttress, decorated with net of diamonds made of burr is preserved. Surrounded by village park.</td>
</tr>
<tr>
<td>L</td>
<td>Sandomierz</td>
<td>Castle located on a hill was built in 14th century, in next ages was repeatedly destroyed and modernized, what gave him today’s mainly classicist style. Only one wing with buttresses and flanked with towers is preserved. The castle was renovated in 21st century and nowadays is a Regional Museum. Monument is adapted for tourist purposes, serves as a place of local events and has tourist information. Entrance fee.</td>
</tr>
<tr>
<td>M</td>
<td>Stopnica</td>
<td>Castle was built in 14th century and later repeatedly destroyed and reconstructed, what gave it character of a residence. Till now the building with gothic buttress is preserved. It was renovated in 21st century and adapted for Communal Culture Centre with necessary facilities. It is not available for sightseeing.</td>
</tr>
<tr>
<td>N</td>
<td>Szydlów</td>
<td>Castle located on a scarp was built in 14th century and later repeatedly destroyed and reconstructed. Abandoned in 18th century turned into a ruin and was renovated and partially reconstructed in 20th century. Walls with crenellation, ruins of Royal Palace, baroque gate building and tower named Skarbczyk (Regional Museum inside) are preserved. Monument is adapted for tourist purposes, serves as a place of local events and has tourist information. Entrance fee.</td>
</tr>
<tr>
<td>O</td>
<td>Tudorów</td>
<td>Castle located on a hill over Włostówka river was built in 14th century and abandoned in 17th century. Till now ruin of twenty meters high living square tower is preserved. It has a local legend. Available for tourists private property.</td>
</tr>
<tr>
<td>P</td>
<td>Ujazd</td>
<td>Baronial castle in palazzo in fortezza type was built in 17th century and destroyed and abandoned in the next one. Today is protected as a permanent, spectacular ruin, partially renovated in 21st century. 90% of castle’s walls, basements, surrounding regular bastions, great gate tower with coat of arms, as well as many architectural details and remnants of the decorations are preserved. The castle is adapted for tourist purposes, serves as a place of local events, has tourist information, as well as local legends. Entrance fee.</td>
</tr>
</tbody>
</table>

Primarily all of the presented in the book monuments, located within the Świętokrzyskie Province, were considered. However, during further analysis 6 monuments were excluded, because 4 of them have not survived to our times (Nowy Korczyn, Radoszyce, Wiślica, Zawichost), 1 is functioning only as an archeological site (Krzelów; it has no visible remains on the ground) and 1 was so strongly transformed materially and functionally (Kurozwęki; thorough reconstruction in 18th century in palace) that evaluating it would be extremely hard with criteria suitable for the rest of the group. Therefore, eventually, for the purpose of this paper, 16 castles were surveyed (all of them are historical monuments, put on the official list of Polish heritage and protected by law). Their short characteristic is presented in Table 1:

Evaluation of castles’ tourist attractiveness by method of point bonitation

Presented and evaluated below criteria base not only on information given in Table 1, what is a result of paper’s capacity limits. Range of castle’s tourist attractiveness in Świętokrzyskie Province total points presents Table 2.

Because of the fact that not all of the criteria had upper limits and it was imaginable to gain unlimited number of points for some facilities, depending only on level of their development, it is impossible to simply verify the maximum score. Therefore for assigning monuments to categories the assumption was made that the reference will be the highest score among the surveyed castles – in this case 33 points. Of course such approach means little simplification and brings some disadvantages, however, for the purpose of this paper, it seems to be a solution presenting scale of phenomenon properly enough. It’s crucial to remember that analysis was made only within one province, where immanent problems determine possibilities of obtaining maximal scores in some of the criteria (e.g. road infrastructure). Therefore, it is reasonable to take best castle’s score as a basic, model result. Based on that 5 intervals of tourist attractiveness were defined:

- more than 80% of basic points – very high tourist attractiveness,
- between 60% and 79% of basic points – high tourist attractiveness,
- between 40% and 59% of basic points – average tourist attractiveness,
- between 20% and 39% of basic points – low tourist attractiveness,
- 19% and less of basic points – very low tourist attractiveness.

<table>
<thead>
<tr>
<th>Category</th>
<th>Point value [pts]</th>
<th>Total number of points [pts]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
<td></td>
<td>A B C D E F G H I J K L M N O P</td>
</tr>
<tr>
<td>on a hill</td>
<td>+1</td>
<td>1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>directly next to the river or reservoir</td>
<td>+1</td>
<td>1 1</td>
</tr>
<tr>
<td>Area of castle:</td>
<td></td>
<td>1 1</td>
</tr>
<tr>
<td>&lt; 0.4 ha</td>
<td>+1</td>
<td>1 1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>0.4 - 0.8 ha</td>
<td>+2</td>
<td>2 2</td>
</tr>
<tr>
<td>&gt; 0.8 ha</td>
<td>+3</td>
<td>3 3 3 3</td>
</tr>
<tr>
<td>Quantitative and qualitative condition of a castle:</td>
<td></td>
<td>1 1 1 1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>very bad</td>
<td>-2</td>
<td>-2 -2 -2 -2</td>
</tr>
<tr>
<td>bad</td>
<td>-1</td>
<td>-1 -1 -1 -1</td>
</tr>
<tr>
<td>average</td>
<td>+1</td>
<td>1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>good</td>
<td>+2</td>
<td>2 2 2 2 2 2 2</td>
</tr>
<tr>
<td>very good</td>
<td>+3</td>
<td>3 3 3 3 3 3 3</td>
</tr>
<tr>
<td>Interesting elements or architectural solutions:</td>
<td></td>
<td>1 1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>none</td>
<td>-1</td>
<td>-1 -1 -1 -1</td>
</tr>
<tr>
<td>few</td>
<td>+1</td>
<td>1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>many</td>
<td>+3</td>
<td>3 3 3 3 3 3 3</td>
</tr>
<tr>
<td>Castle’s level of transformation:</td>
<td></td>
<td>1 1 1 1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>low</td>
<td>+1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>high</td>
<td>-2</td>
<td>-2 -2 -2 -2</td>
</tr>
<tr>
<td>Sightseeing:</td>
<td></td>
<td>1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>lack of tourist sightseeing possibility</td>
<td>-2</td>
<td>-2 -2 -2</td>
</tr>
<tr>
<td>facilities for disabled</td>
<td>+1</td>
<td>1 1</td>
</tr>
<tr>
<td>entrance fee</td>
<td>-1 when normal ticket is less than 10 PLN</td>
<td>2 2 2 2 2 2 2</td>
</tr>
<tr>
<td>-2 when normal ticket is 10 PLN or more</td>
<td></td>
<td>-2 -2 -2</td>
</tr>
<tr>
<td>additional fees for photos and attractions</td>
<td>-4</td>
<td></td>
</tr>
<tr>
<td>guide for additional fee</td>
<td>+1</td>
<td>1 1 1 1</td>
</tr>
<tr>
<td>information boards with castle story</td>
<td>+1</td>
<td>1 1 1 1 1</td>
</tr>
<tr>
<td>reconstruction of some castle’s chambers</td>
<td>+2</td>
<td>2 2 2 2</td>
</tr>
<tr>
<td>museum</td>
<td>+5</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>exhibition</td>
<td>+1</td>
<td>1 1 1 1 1</td>
</tr>
<tr>
<td>night sightseeing</td>
<td>+1</td>
<td>1 1 1 1 1</td>
</tr>
</tbody>
</table>
### Table: Cultural Tourism Products

<table>
<thead>
<tr>
<th>Activity</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum lessons</td>
<td>1</td>
</tr>
<tr>
<td>Courtyard’s adaptation and decoration</td>
<td>2</td>
</tr>
<tr>
<td>Extra attractions (e.g. shooting range, lower entrance, historical costumes, wishing well etc.)</td>
<td>+1 for each</td>
</tr>
</tbody>
</table>

### Social and Technical Facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical preparation of sightseeing route</td>
<td>+1</td>
</tr>
<tr>
<td>Parking for tourists</td>
<td>+1 small +2 big</td>
</tr>
<tr>
<td>Parking fee</td>
<td>-1</td>
</tr>
<tr>
<td>Water closets</td>
<td>+1</td>
</tr>
<tr>
<td>Small architecture (sheds, tables, benches)</td>
<td>+1</td>
</tr>
<tr>
<td>Souvenir shop</td>
<td>+1 for each</td>
</tr>
</tbody>
</table>

### Accessibility

<table>
<thead>
<tr>
<th>Facility</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rail infrastructure</td>
<td>+2</td>
</tr>
<tr>
<td>Road infrastructure</td>
<td>+2 for location next to the national road +1 for location next to the provincial road</td>
</tr>
<tr>
<td>Possibility of accommodation in castle</td>
<td>+3</td>
</tr>
<tr>
<td>Gastronomy in castle</td>
<td>+2</td>
</tr>
<tr>
<td>Tourist information in castle</td>
<td>+1</td>
</tr>
</tbody>
</table>

### Total Score

<table>
<thead>
<tr>
<th>Component</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: authors’ work.

Percentage results obtained by particular castles are presented in Figure 1.

Evaluation made using the method of point bonitation and categorization of the obtained scores lead to the following results: only three castles in the region have very high tourist attractiveness (Chęciny, Sandomierz and Szydlów), while the castle in Ujazd was evaluated as a highly attractive. However, its score is close enough to the best interval, so it may be assumed that this monument is strongly aspiring to the group of most attractive castles and even small positive changes can rapidly change its status. Unfortunately rest of the monuments were ranked with low or very low attractiveness, while none represents the average interval. The most numerous (more than half of all places) is the worst group, and three castles (Tudorów, Bodzentyn, Międzygórze) had between 20% and 39% of basic points. However, all of them are in the lower part of this interval, what does not bring expectations for fast positive changes. The single worst result had castle in Podgrodzie – its total point result remained at zero level. Average score for all monuments is 31%, therefore it may be claimed that tourist attractiveness of the whole group is low.
Graphic presentation of the results obtained by method of point boni-
tation is presented on signature differentiation map:

![Differentiation map of tourist attractiveness of castles in Świętokrzyskie Province](image)

Source: authors’ work.

**SWOT analysis for surveyed castles**

Based on the results of tourist attractiveness of castles in Świętokrzyskie Pro-
vince, for the whole group of monuments set of strengths and weaknesses
was identified, as well as possible opportunities and threats that can have an
impact on further development of analyzed monuments. The information is
presented in Table 3.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• relatively high spatial density of castles and their concentration* (what allows creation of combined product);</td>
<td>• poor condition of many monuments (ruins) that determines their architectural interest;</td>
</tr>
<tr>
<td>• localization of the most attractive castle near the capital of the Świętokrzyskie Province;</td>
<td>• small area of most castles;</td>
</tr>
<tr>
<td>• some places are recognizable at the national level (Chęciny, Ujazd, Sandomierz);</td>
<td>• significant distance of the most interesting monument from the other castles;</td>
</tr>
<tr>
<td>• diversification of castles’ styles (from Gothic to Classicism);</td>
<td>• not every monument is accessible for tourists;</td>
</tr>
<tr>
<td>• high cultural value of all monuments, verified by the official institutions (all monuments are registered as a monuments);</td>
<td>• most castles are not exposed properly, covered with wild vegetation;</td>
</tr>
<tr>
<td>• Polishness of all castles and their high historical value in patriotic context;</td>
<td>• lack of tourist adaptation of most castles and their technical preparation for sightseeing;</td>
</tr>
<tr>
<td>• originality of most castles (low level of transformation);</td>
<td>• low number of extra attractions and complementary services;</td>
</tr>
<tr>
<td>• presence of legends (aspect of mysteriousness and magic);</td>
<td>• small thematic specialization of monuments adapted for tourism;</td>
</tr>
<tr>
<td>• attractive natural location of most castles;</td>
<td>• low accessibility of most castles, which is caused by their peripheral location;</td>
</tr>
<tr>
<td>• presence of museums with exhibitions about the province;</td>
<td>• lack of offer for foreigners (incl. guide services);</td>
</tr>
<tr>
<td>• most monuments have information boards (educational value);</td>
<td>• minimal gastronomy in castles;</td>
</tr>
<tr>
<td>• thematic events in some castles.</td>
<td>• lack of complementarity of castles with other tourist attractions in the region.</td>
</tr>
</tbody>
</table>

**Opportunities**

<table>
<thead>
<tr>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• general tendency to develop the cultural tourism;</td>
</tr>
<tr>
<td>• EU grants for tourism development in 2014–2020;</td>
</tr>
<tr>
<td>• development of infrastructure (incl. transport) in the province;</td>
</tr>
<tr>
<td>• development of weekend tourism;</td>
</tr>
<tr>
<td>• increase of society’s mobility;</td>
</tr>
<tr>
<td>• increase in complementarity of local natural and cultural values;</td>
</tr>
<tr>
<td>• education of young personnel about tourism in the province;</td>
</tr>
<tr>
<td>• increase of local awareness and in number of initiatives or organizations supporting homelands;</td>
</tr>
<tr>
<td>• popularization of province’s heritage by organizing huge events (e.g. scout festival);</td>
</tr>
<tr>
<td>• propagation of patriotic values and education by historical heritage.</td>
</tr>
</tbody>
</table>

* Considering relation between number of castles and province area, Świętokrzyskie occupies 6th location. Moreover, most of the castles are located in the Eastern part of the province, while Western and North-Western territory is lacking such monuments

Source: authors’ work.
Summary

Results of the conducted survey show that general tourist attractiveness of castles in Świętokrzyskie Province is low, mainly because of their poor technical condition (ruins) and practically lack of tourist adaptation of 75% of them. Undoubtedly, this is a reason of peripheral localization of many castles, whose owners (private people or communes) have more crucial expenses and are not able to take financial costs of monuments’ tourist adaptation, preceded by necessary renovation. Vital obstacle may be especially that last issue, as such works must additionally meet strict requirements given by restorers and archeologists. Many castles are small ruins, what makes the process of increasing their attractiveness significantly more difficult. Moreover, the mentioned localization does not give certainty of quick return on expensive investments. This theory is somehow confirmed by the fact that most attractive castles are not only those preserved in the best shape, but also are located in cities, which generally have bigger financial and intellectual resources (Chęciny, Sandomierz), or places with greater number of other monuments and rich history, orientated on tourism (Szydłów).

Of course it does not mean that current situation is not allowing to create an attractive for consumer and thematically compatible offer, based on possessed resources. Favorable, linear arrangement of the most attractive castles in similar distance one to each other, their big internal diversity and quite large spatial concentration of other monuments, allow to plan an interesting route, presenting most of the province’s monuments of analyzed type. Moreover, location of two extreme places on that route, where luckily the two most attractive castles lie, seems to be very advantageous – gladly visited Chęciny from the West, located just next to the province’s capital, and Sandomierz from the East, very popular tourist town, made recently very famous in Poland by numerous novels and film productions. All of these give the opportunity of using that popularity for marketing success concerning other monuments and creating symbolic gates introducing to the world of province’s castles. It is worthy of note that creating such route doesn’t need larger renovating actions among other castles, because monuments in the best condition could become crucial points (junctions) on the trail, interspersed by picturesque ruins of other places, which obviously also have some kind of charm. However, it would be necessary to fill those crucial monuments with greater number of exhibitions (even small) and extra attractions (like in Chęciny example), most preferably diversified thematically between places and referring to castles’ styles and periods. Essential challenges are also developing gastronomy, even small social and technical facilities in the rest of the castles, as well as providing signs leading to all monuments. Primary condition to do so is good will of cooperation among subjects interested in region’s further tourist development (therefore also responsible for other attractions), because only then it will be possible to prepare a coherent and clear offer, presenting the whole group of described values together and meeting still growing expectations of tourists.

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Integrated Territorial Investments (ITI) as an instrument to support cultural tourism.

Example of the Wroclaw Functional Area (WFA)

Abstract: The aim of the article is to answer the question whether the instrument of Integrated Territorial Investment (ITI) can contribute to the development of cultural tourism. Example of Wroclaw Functional Area is examined. Analyzed Wroclaw Functional Area is defined for European Union financial assistance for 2014–2020. Empirical research is a case study which is applied to Wroclaw Functional Area. Also an analysis of EU and self-governmental documents in the field of local and regional development were conducted.

Key words: Integrated Territorial Investment, Wroclaw Functional Area, cultural tourism

Purpose and scope of the study

One of the very important questions of regional development policy is the issue of the importance of public support in the development of areas, regions, municipalities or counties. The stream of EU funds flowing to the territorial units gives them a development chance to finance investments, which would not have certainly opportunities to be realized in different conditions. Problematic seems to be the effectiveness of this financial support.

The aim of the article is to answer the question whether the instrument of Integrated Territorial Investment (ITI) can contribute to the development of cultural tourism. Example of Wroclaw Functional Area is examined. It is analyzed Wroclaw Functional Area defined for European Union financial assistance for 2014–2020. Empirical research is a case study which is applied to Wroclaw Functional Area. Also an analysis of EU and self-governmental documents in the field of local and regional development was conducted.

Integrated Territorial Investments (ITI) – outline

With the current programming period 2014–2020 of the Cohesion Policy two new instruments have been introduced in order to achieve the territorial cohesion objective: Community-Led Local Development (CLLD) and Integrated Territorial Investments (ITI).

The European Commission has published a factsheet providing an outline of the ITI concept (Integrated… 2014). The factsheet describes ITI as ‘a tool to implement territorial strategies in an integrated way. It is not an operation, nor a subpriority of an Operational Programme. Instead, ITI allows Member States to implement Operational Programmes in a cross-cutting way and to draw on funding from several priority axes of one or more Operational Programmes to ensure the implementation of an integrated strategy for a specific territory. As such, the existence of ITI will both provide flexibility for Member States regarding the design of Operational Programmes, and enable the efficient implementation of integrated actions through simplified financing’ (Integrated… 2014, p. 2).

The key elements of an ITI are (Murphy… 2013):

- **a designated territory and an integrated territorial development strategy** – a ‘designated territory’ should have an integrated territorial development strategy. The ‘designated territory could, for example, be a specific geographic area from urban neighbourhoods with multiple deprivations to the urban, metropolitan, urban-rural, sub-regional, or inter-regional levels. An integrated territorial development strategy can be defined as a general framework of co-ordination between governmental bodies (including local and regional authorities) and other stakeholders (private businesses, the community and voluntary sector, service users) to create a common economic, social and environmental vision for an area (Handbook…. 2012);

- **package of actions to be implemented** – these actions should contribute to the thematic objectives of the regional Operating Programme, as well as the objectives of the territorial strategy (e.g. tackling urban deprivation, supporting SME’s; improving the environment and promoting energy efficiency);

- **governance arrangements to manage the ITI** – ‘Managing Authority’ for the Operational Programme will be responsible for managing and implementing the operations of an ITI. In Poland there is Marshal Office at regional level.

ITI can receive investments from several priority axes of one or more programmes for the purposes of a multi-dimensional and cross-sectoral intervention. An ITI can support any operation corresponding to the investment priorities of the participating priority axes (Fig. 1).
The European Commission factsheet on ITIs identifies four benefits of it is (Murphy, 2013):

1. The ITI as an instrument promoting the integrated use of European Funds with the potential to lead to a better aggregate outcome for the same amount of public investment.
2. Delegation and management of ITIs would empower the sub-regional actors (e.g. cities, local/urban stakeholder).
3. As an ITI will have its various funding streams at its inception, there will be greater certainty regarding the funding for integrated actions.
4. ITIs are an instrument designed for a place-based approach to development that can assist in unlocking the under-utilised potential at local, city and regional levels.

Wrocław Functional Area (WFA) – division and territorial scope

Wrocław Functional Area (WFA) was established on the basis of the ‘Agreement of 9 July 2013 on the principles of cooperation between the Parties agreement in programming, implementation, financing, evaluation, agreeing joint investment, ongoing support and billing ITI WFA’ with later Amendments (Zintegrowane… 2014).

The Wrocław Functional Area include: municipality of Wrocław, the city and the municipality of Jelcz-Laskowice, city and municipality of Katy Wrocławskie, municipality Siechnice, municipality Trzebnica, town and municipality Sobótka, town Oleśnica, municipality Długoleżka, municipality of Czernica, municipality of Kobierzyce, municipality Miękinia, municipality Oleśnica, municipality Wisznia Mała, Żórawina municipality, and town and municipality Oborniki Śląskie.

Wrocław Functional Arriva has been designated on the basis of the criteria contained in expertise ‘Delimitation of urban functional areas of the provincial capitals’ by Przemysław Śleszyński commissioned by the Ministry of Regional Development (February 2013) (Śleszyński 2013), The current Ministry of Infrastructure and Development. So designated functional has been formalized with the Partnership Agreement, i.e. the basic document that implements EU legislation in the field of terms and conditions of use the structural funds in the Republic of Poland in the financing perspective 2014–2020.

It is compatible with a range of Wrocław Metropolitan Area which was marked out as a part of an analysis carried out on the basis of an agreement from 2004 between the Wrocław Development Office and Institute of Regional Development and in accordance with Resolution No. LX/920/2006 of Lower Silesia Regional Council on 26 October 2006 on accession to the preparation of spatial development plan for Wrocław Metropolitan Area.

According to the typology of the functional areas by the Committee of Spatial Development of the Country 2030, Wrocław functional area was classified as a functional area of provincial centers – a metropolitan area

Cultural tourism in Wrocław Functional Area

Wrocław Functional Area is a region with a rich cultural values for tourism. In general terms it includes areas of historical principalities: Wrocław, Świdnica and Jawor, Oleśnica and Olawa. There are enormous richness and diversity as the entire urban complexes, and entire historic complexes and individual monuments, many of which have outstanding architectural and artistic qualities and represent all the resources of historical epochs and artistic styles, from early Middle Ages until 20th century (Studium… 2014).

The region is focused on various forms of cultural tourism, among which in the first place should be mentioned cultural heritage tourism and museum tourism (Mikos von Rohscheidt, Ochmański 2012).

The richest resources for cultural tourism are located in Wrocław. In connection with the fact of the city’s very good offer in the field of recreation and functioning, a number of attractive places of shopping can have a
positive impact on the creation of attractive and diverse offers for different types of cultural tourism, including supporters of travel such as city break (Mikos von Rohscheidt, Ochmański 2012).

A number of negligence in matters concerning tourism is visible in the earthy district of Wroclaw. Despite the large tourist potential, the local authorities do not take sufficient initiatives related to the tourism sector. In terms of tourist attractions district has primarily a large potential taking quantity into consideration. However, a large part of potential attractions is not open for tourists, which concerns a number of well-preserved and valuable historic mansions. The state of palace and park monuments is generally bad, as a large part of them are in ruins. Some of them are renovated by private owners and allocated as accommodation facilities, a good example is the palace in Krobiewice. Apart from exceptions, such as the lagoon in Mietków with its water recreational infrastructure and the Słęża Mountains with the possibilities of hiking, the district does not meet the natural role of a recreational facility for the big city and its guests, which drastically reduces potential benefits from inbound tourism (Mikos von Rohscheidt, Ochmański 2012, p. 72).

WFA has the qualities essential to many forms of cultural tourism. These are mainly: event tourism, high and popular culture, museum tourism (five monuments of national importance, as well as several centers of regional significance), urban tourism, religious tourism (several ancient sacred monuments related to the history of different religions, the seat of the four bishoprics) cultural heritage tourism (thousand-year history of Wroclaw associated with the history of different nationalities, the monument of UNESCO and Historical Monument in the city), thematic tourism (two significant cultural routes, a set of sites and subjects for several other routes, a series of thematic urban routes), cultural-nature tourism (two parks, several historic parks and public gardens), archaeological tourism (archaeological reserve, several archaeological sites associated with prehistory of Silesia) and ethnic tourism (the area inhabited by the German population before 1945) (Mikos von Rohscheidt, Ochmański 2012, p. 73).

Guidelines for tourism in the WFA (Studium… 2014):

1. Tourism offer should be focused on WFA residents with particular emphasis on the city residents. In the case of one-day trips very important is suitable accessibility (by individual transport and public transport) and the ability to complete the offer at a particular location. Availability of catering services and accommodation is essentials, especially for weekend offer. Weekend offer may be implemented in some regional parks, while offering a one-day should be widely available.

2. Tourism and leisure offer should be tailored to the specific landscape and cultural specific regional parks. There should be also prepared a range of cultural and sport activities in terms of one-day and weekend.

3. There is a need to create a joint tourism and leisure offer, with a homogenous system of visual information in the area of WFA. The offer should be complementary and focused on the package. First, it should be an offer for WFA residents. A very important element is the creation of appropriate infrastructure, including parking (for cars, bicycles), rest areas, hiking (walking and bicycle trails) and equipment in public transport.

4. It is very important to encourage private owners to purchase and renovate historic buildings. Local governments may become an intermediary in the talks of private owners with a heritage protection services in order to develop the procedure in the process of renovating such buildings. At a later stage the historic buildings should be widely popularised and provide the attractiveness of the region.

The scope of support provided for cultural tourism in the framework of the Integrated Strategy of Wroclaw Functional Area Development

The strategy of Integrated Territorial Investment in Wroclaw Functional Area indicates that the establishment of strategy can be formulated as its primary objective – ‘Achieving high life quality of the Wroclaw Functional Area community by integrating its space in a coherent socio-economic body’ (Strategia… 2015, p. 103).

This goal is executed through 3 priorities: integration of WFA space (1), innovative and competitive economy of WFA (2) and social integration of WFA (3). Direct reference to cultural tourism is visible in operation 3.1 Increasing competitiveness of WFA as places of life, work and leisure.

In the Integrated Teritorial Strategy of WFA it has been indicated that there is a need to plan parallel investments for the protection, promotion and development of cultural and natural heritage, especially through investment in an integrated network of cultural institutions and historic monuments and the support of development of centers for cultural information and promotion. Since cultural heritage is characterized by strong socio-economic impact (impact on quality of life, level of social trust and cooperation skills, generation of economic activity) project that will bring a lasting socio-economic effect for the area is particularly appropriate (Strategia… 2015, p. 128).

Under the measure 3.2 has been indicated as investment priority (6.c) to implement: preserving, protecting and promoting the development of na-
ultural and cultural heritage, which refers to the measure 4.3 (cultural heritage) of the Regional Operational Programme for Lower Silesia province for 2014–2020 (ROP LSP 2014–2020), in which the investments are programmed for funding from the European Regional Development Fund (ERDF).

The maximum total value of the project in ROP LSP is 5,000,000 PLN, while the minimum is 100,000 PLN.

Expected beneficiaries of the Programme are: local government units, their unions and associations; organizational units; government administration; churches and religious associations and legal persons of churches and religious associations; non-governmental organizations, including regional and local tourist organizations; Local Actions Groups; entrepreneurs; cultural institutions: local, state, and co-lead by the Minister of Culture and National Heritage; higher education institutions, their unions and agreements; art schools.

Moreover, the objectives of action 3.1. ITI WFA strategy will be implemented by direct applying of beneficiaries from the WFA area to the Infrastructure and Environment Operational Programme 2014–2020. Digital Poland Operational Programme and the Regional Operational Programme for the Lower Silesia 2014–2020 in the procedure defined by the Managing Institutions of these programmes.

The main part of the activities funding in the field of cultural heritage in ITI WFA takes place under the Regional Operational Programme (Measure 4.3.2 and 4.3.1 – horizontal competition) (Szczyglówcy... 2016, p. 158). The specific objective of the measure is to increase accessibility to the cultural resources of the region.

Under the measure 4.3 the following project can be implemented (Szczyglówcy... 2016):

4.3.A. Immovable monuments, entered in the register kept by the Regional Conservator in Wroclaw with their environment, including revitalization, restoration, maintenance, renovation, restaurant, adaptation and construction of historic buildings and historic areas;

- adapting of objects to perform the new functions (in particular the cultural activities and tourism) with the purchase of the necessary hardware / equipment;
- adaptation of the infrastructure to the needs of people with disabilities;
- adaptation and application of protection measures (e.g. against burglary and fire);
- projects for the accompanying infrastructure (e.g. parking lots, sidewalks, roads) – up to 15% of the total eligible project costs;

- maintenance, restaurant of movable monuments included in the above monuments covered by the support.
- reconstruction/expansion of facilities occupied by these institutions (including the purchase of necessary equipment), including the use of energy efficient solutions that reduce total cost of ownership;
- retrofitting of equipment (including computers), necessary for the development of the offer corresponding to new needs in the area of cultural activities, resulting from the technological development and social change in the modern economy;
- computer software to facilitate the internal management of the institution.

For projects of schools and universities will be possible support for related to its cultural and artistic activities, the support does not cover the strictly educational activities.

### Tab. 1. Indicative financing plan – ROP LSP 2014–2020

<table>
<thead>
<tr>
<th>Submeasure</th>
<th>EU support from ERDF (EUR)</th>
<th>National contribution (EUR)</th>
<th>Total funding (EUR)</th>
<th>Total funding (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3.1 cultural heritage – horizontal competition</td>
<td>18,500,000</td>
<td>3,264,706</td>
<td>21,764,706</td>
<td>61.7</td>
</tr>
<tr>
<td>4.3.2 cultural heritage – ITI WFA</td>
<td>4,500,000</td>
<td>794,118</td>
<td>5,294,118</td>
<td>15</td>
</tr>
<tr>
<td>4.3.3 cultural heritage – ITI Jelenia Góra FA</td>
<td>4,000,000</td>
<td>705,812</td>
<td>4,705,882</td>
<td>13.3</td>
</tr>
<tr>
<td>4.3.4 cultural heritage – ITI Jelenia Góra FA</td>
<td>3,000,000</td>
<td>529,412</td>
<td>3,529,412</td>
<td>10</td>
</tr>
<tr>
<td>Sum</td>
<td>30,000,000</td>
<td>5,294,048</td>
<td>35,294,118</td>
<td>100</td>
</tr>
</tbody>
</table>


The total allocation from the ERDF to the cultural heritage measure 4.3 is 35,294,118 EUR, of which the allocation for ITI WFA amounted to 5,294,118 EUR (15% of the total allocation for 4.3 measure). More than 60% of support for the measure 4.3 is designed for horizontal competitions (Tab. 1). The ITI instrument will be implemented in Lower Silesia to Wroclaw Area Functional and functional areas of Walbrzych and of Jelenia Gora.

Comparing the allocation for the cultural heritage measure 4.3 to allocation of the remaining 9 priority axes of the Regional Operational Programme it should be emphasized that the allocation for cultural heritage is the lowest in the region. Despite the great potential of cultural tourism in the sub-region allocation does not correspond to the real development needs (Tab. 2).
# Table 2: Allocation from European Union for ITI WFA

<table>
<thead>
<tr>
<th>Priority axis</th>
<th>Measure/submeasure</th>
<th>Allocation from ERDF for ITI (EUR)</th>
<th>Total financing (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-carbon economy</td>
<td>3.4 implementation of low-carbon strategies, 3.4.2 implementation of low-carbon strategies - ITI WFA</td>
<td>56,200,000</td>
<td>66,118,148.18</td>
</tr>
<tr>
<td>Transport</td>
<td>5.1 road transport accessibility, 5.1.2 Road transport accessibility - ITI WFA</td>
<td>25,000,000</td>
<td>29,411,765.61</td>
</tr>
<tr>
<td>Low-carbon economy</td>
<td>3.3 energy efficiency in public buildings and housing sector, 3.3.2 energy efficiency in public buildings and housing sector - ITI WFA</td>
<td>25,000,000</td>
<td>29,411,764.65</td>
</tr>
<tr>
<td>Enterprises and innovation</td>
<td>1.3 development of entrepreneurship, 1.3.2 development of entrepreneurship - ITI WFA</td>
<td>20,000,000</td>
<td>23,529,412</td>
</tr>
<tr>
<td>Infrastructure of social cohesion</td>
<td>6.3 revitalization of degraded areas, 6.3.2 revitalization of degraded areas - ITI WFA</td>
<td>17,500,000</td>
<td>20,588,235.33</td>
</tr>
<tr>
<td>Transport</td>
<td>5.2 rail transport system, 5.2.2. rail transport system - ITI WFA</td>
<td>17,300,000</td>
<td>20,352,941</td>
</tr>
<tr>
<td>Enterprises and innovation</td>
<td>1.2 innovative enterprises, 1.2.2 innovative enterprises - ITI WFA</td>
<td>16,000,000</td>
<td>18,823,530</td>
</tr>
<tr>
<td>Social inclusion</td>
<td>9.1 active integration, 9.1.2 active integration - ITI WFA</td>
<td>14,000,000</td>
<td>16,470,588</td>
</tr>
<tr>
<td>Resources and environment</td>
<td>4.2 water and sewage management, 4.2.2 water and sewage management - ITI WFA</td>
<td>12,800,000</td>
<td>15,058,823</td>
</tr>
<tr>
<td>Education</td>
<td>10.2 ensuring equal access to high quality primary education, secondary school and post-secondary. 10.2.2 ensuring equal access to high quality primary education, secondary school and post-secondary - ITI WFA</td>
<td>12,512,500</td>
<td>14,720,730</td>
</tr>
<tr>
<td>Information and communication technologies</td>
<td>2.1 public e-services, 2.1.2 public e-services - ITI WFA</td>
<td>10,000,000</td>
<td>11,764,706</td>
</tr>
<tr>
<td>Educational infrastructure</td>
<td>7.1 investments in education preschool, primary and secondary school, 7.1.2 investments in education preschool, primary and secondary school - ITI WFA</td>
<td>9,000,000</td>
<td>10,588,235</td>
</tr>
<tr>
<td>Infrastructure of social cohesion</td>
<td>6.1 investments in social infrastructure, 6.1.2 investments in social infrastructure - ITI WFA</td>
<td>7,500,000</td>
<td>8,823,528.83</td>
</tr>
<tr>
<td>Education</td>
<td>10.1 ensuring equal access to high quality preschool education, 10.1.2 ensuring equal access to high quality preschool education - ITI WFA</td>
<td>6,737,500</td>
<td>7,926,471</td>
</tr>
<tr>
<td>Resources and environment</td>
<td>4.5 security, 4.5.2 security - ITI WFA</td>
<td>5,500,000</td>
<td>6,470,588</td>
</tr>
</tbody>
</table>

Source: Strategia Zintegrowanych Inwestycji Terytorialnych Wrocławskiego Obszaru Funkcjonalnego.

Municipalities reported also project proposals, which will be reported at non-competition way, financed from national and european funds. As it turns out the vast majority of the projects concerns the development of infrastructure, social infrastructure (including the creation of a system of e-services in WFA) and low-carbon economy. Dominating are projects aimed at creating the basic conditions for development in municipalities WFA, which should be completed in the first stage of the transition period in order to create conditions for the development of activity based on innovation, human and social capital. An example would be a project of suburban railway network, whose rise has been discussed for several years. Only one strategic project in WFA concerns the creation of an innovative research and development center. It should be emphasized that most of the non-competition projects were reported by municipality of Wroclaw (approx. 90%).

In non-competition mode, and among strategic projects there were no projects in the field of cultural tourism.

### Evaluation of the potential usefulness of ITI instrument for the development of cultural tourism in WFA – Summary

The aim of the ITI is i.a. implementation of integrated projects responding comprehensively to the needs and problems of metropolitan areas and encouraging their development cooperation and integration, particularly where the...
scale of the problems associated with the lack of cooperation and complementarity between different administrative units is greatest. ITI is a tool for the selection and implementation of projects important for development of the region based on cooperation of many entities, undertaken within the framework of functional areas. A key application of an ITI in the operational programme is primarily a need for mutually dependent and complementary projects (Zintegrowane… 2014).

As it turns out, cultural tourism in the area of an ITI WFA is not a field in the opinion of local government, which requires joint action by all municipalities of the sub-region. One can conclude that there is the allocation of funds for submeasure 4.3.2 in the ROP LSP from 2014 to 2020 and the absence of issues of cultural tourism among the projects submitted by municipalities of an ITI WFA for implementation in the non-competition way and strategic projects. It turns out that municipalities are still struggling with basic developmental problems as improving the quality of transport, transport accessibility, better access to education at various levels. There was not enough room for the actual improvement of competitiveness of the area through increased innovation, support for social capital and availability of the so-called higher culture.

ITI Instrument is a tool for promoting cooperation and the potential integration and territorial, social and economic cohesion and, in this regard, it is hoped that it will fulfill its role.

In relation to the major problems faced by tourism, including cultural tourism in the WFA there also a lot of positive aspects that can be wisely used in the region.

ITI instrument facilitates cooperation and develops a common position primarily in the creation of tourist products with a coherent system of visual information for the entire WFA. It would focus on the complementary packages that would include an offer of cultural tourism and other forms of tourism and recreation, with a focus on the recipient, who are the inhabitants of the agglomeration; one-day and weekend packages.

In the 2014–2020 financial perspective the majority of projects ITI WFA will only affect indirect the cultural tourism, more focusing on improving transport accessibility in individual and public transport. The problem of collective transport accessibility is very important from the view point of participation in each forms and types of tourism represented in the area.

In the municipalities of WFA there are many historic buildings, which are in very poor condition and in need of comprehensive restoration, but which are also affordable, which creates the possibility of taking over the buildings by private owners. ITI instrument gives possibilities of financing in the framework of competitions ROP LSP any action of restauration, changing the function to the cultural function, adaptation for the disabled people, as well as the construction of accompanying infrastructure like parking lots, sidewalks, roads (up to 15% of eligible costs of projects).

ITI gives a chance to cultural institutions for projects aimed at creating a cultural offer for residents, equipping units, changes in technical or buy software to help in management.

On the question of the importance of the ITI instrument in the development of cultural tourism in the WFA a definite answer cannot be given. This is a chance for the functional area that is WFA to create a coherent tourist offer, improving transport accessibility, improving access to health care and other public services, which is also important for visitors and tourists. It may turn out that this is the last so beneficial European Union financial support for the Polish regions, which should also be used for the development of cultural tourism.

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The Augustów Canal – opportunities for development of cultural tourism

Abstract: This article presents the historical and cultural value of the Augustów Canal and its surroundings. Especially many opportunities to create new waterway and tourist programs concerning these beautiful regions. This article has been based on the available bibliographies and proprietary scientific studies about the region. The figures and informations contained in the article are for information purposes.

Key words: culture, historical treasure, beliefs, nationality, tourist routes

Introduction

The Augustów Canal is one of the most interesting monuments of technology. Its uniqueness highlights location in the territory of two countries. It is located in Poland and Belarus. The canal connects two rivers: Wisła and Niemen. It was created because of political conflicts. It flows through many interesting areas inhabited by various nationalities. It is associated with many historical monuments and events. It is a region important in the history of Poland but also the countries bordering or flowing through the Augustów Canal. In 2015 scientific research concerning the Augustów Canal was done. During the scientific research important and interesting places connected with culture and the history of the area near the Augustów Canal were sought. It is 101.2 kilometers long and also it is the longest unnatural waterway in Poland. That longest monument of hydrological construction consists of: 35.05 kilometers of severed rivers and 44.85 km artificial drifts also 21.30 km lakes. There were built 18 locks (21 chambers), 29 weirs, known as estuaries, 14 drawbridges and 24 buildings of wood and brick where service of bridges lives. First ideas to build a water connection of Wisła and Niemen appeared at the end of the sixteenth century. However, review for these plans returned in 1822 – 1823, the main reason was the crisis of the customs territory between the Polish Kingdom, Russia and Prussia. The Kingdom has got definitely difficult access to the Baltic Sea which reduced import and export of goods. In 1822 Prince Franciszek Xavier Drucki-Lubecki, as minister of the exchequer persuaded Tsar to build the waterway connecting Wisła with the existing harbor in Widawa. In this way it was created a waterway which enable connection with the Baltic sea bypassing the territory of Prussia. The whole project requires to build the two artificial water systems of Augustówskí Canal from Biebrza to Niemno and Windawski connecting Dubissa with of Wenta (Batura 2000). Construction began in July 1824 from regulation of riverbeds of Biebrza and Netta, building dikes and creating towing road. For the purposes of Canal’s construction two brick factories located in Augustów and Hańcza were built. However, forged and cast iron was delivered from foundry in Janówka and Sztabina . In the place of individual construction workshops of blacksmith, locksmith, carpentry were created, which contributed significantly to the economic recovery of the region. Following the development of technology waterproof (i.e. Hydraulic) artificial calcium was started to be produced, which provided an extraordinary hardness and strength to the brick components. Sluice of stone and brick began to be constructed in the second-half of 1825. In the technical thought an aesthetic aspect was also important. Outside they were being inlaid with red, strengthened brick, combining and white sandstone what symbolically referred to national colours. In the construction participated from 4 to 7 thousand people of different nationalities. Apart from the the Polish workers they were also: Lithuanians, Belarusians and Germans. Definitely the significant work was done by hand, using beetles to ram the wood pile, primitive pump for pouring water. By the spring of 1830 most of anticipated work was done (Orlowski 2008). The draft was changed several times during construction. New plans included additional sluices, eleven designed and added six more. The construction cycle of such a sluice does not exceed two years. To this day, the tourists who visit the sluice might see plaques with the degree and the name of the construction manager and the date of its inception. In January 1831, when the investment was almost complete insurrectionary activity has caused a break in the construction and unfortunately everyone could see the effects of the fighting and lack of supervision. As a result of these activities a series of bridges over the sluices, and buildings for the workers were destroyed. After the uprising and decommissioning of the Polish army, completion of the construction was entrusted to the Board of Civil Communications and Water Management. Construction was resumed in 1833, starting with the removal of the damage. The
The population of the region

In the area of the Augustów canal, over the last few hundred years, there were several changes in the ethnic composition of the population, which strongly contributed to the creation of the tradition and development of folk culture in this area. Till the end the thirteenth century the main inhabitants were: Prussians, Lithuanians and Latvians of Jaćwingów origin. Jaćwingowie were heathens and they never had their own state. One of the biggest attractions in Augustów is a trip by stylized boat of Jaćwingowie. Areas which adhere to their regions were almost not inhabited, and the people were defeated by The Order of Brothers of the German House of Saint Mary in Jerusalem in battle in 1283. In later periods, the remains of the Jaćwing were occupied by the Lithuanians and Russians, then the Poles dominated these areas. In the meantime, some of their descendants lived there – Tatars (the settlers), Jews, Germans and Belarussians. The inhabitants left behind cultural monuments. The best example are specific forms of architectural constructions in the countryside, in small numbers retained till today, providing the variety and the richness of creativity. It should be underlined that the formation of styles in rural con-

Archaeological monuments

Archaeological monuments, places and the buffer zone on the Polish side is mainly known as archaeological straight position. Among really precious ones there are encampments of Swiderian culture the late Paleolithic located in the Mikaszówka, extremely interesting might be settlements – Neolithic and early Middle Ages hamlets and encampments of the Stone Age in Bialobrzegi and Polków the iron foundry in Gorczyca and cemetery crematory in Netta. Across all these positions there are no distinguishing buildings in the landscape.

Folk architecture

Traditional folk architecture in the area of The Augustów Canal is typical for the whole Augustów plain to the line the Neman River. Softwood (pine and spruce occasionally) was used as the building material, using which country houses, outbuildings and fences were built. Also, field stone was used for building foundations and foundations. Very occasionally clay was used – until today only a few outbuildings constructed in technology called ‘glinobitka’ have survived, for example in Mogilnice and Polków. The walls of houses and farm buildings were constructed based on the coronary artery construction. Then there were built: a barn, shed and drying of tobacco on the basis of structural framing with lining boards (Ambrosiewicz, Batura 1999). The most popular are pitched roofs of rafter-collar beam construction. For covering wood chips or straw were used, which contemporary have been replaced by slates, sheet metal and tar paper. The houses are asymmetrical and bipartite (houses of Old Believers in Gabowe Grady and Bor are minor, one bay, two or three chambers). Barns – with one vault; livestock buildings – several rooms with separate entrances. Traditionally decorated were only residential buildings. The period of the rich ornamentation of houses came here after the World War II. The farm building facades formwork by planks and painted with oil paints.
The religious mainstream – monuments of religious art

Sanctuary of Our Lady Studzieniczańska (historic wooden church from 1847, a wooden belfry from 1871 and the chapel was built in neoclassical style in 1872. On the site of a wooden eighteenth century where there is a painting Our Lady Studzieniczańska. It is a place of religious cult of Our Lady, located in the Camaldolese monks’ documents as early as in 1728. This very charming sacral monument consists of the following buildings. a wooden church and a chapel on the island. In the current church, built in 1847, in the center there are three altars: the main name of the Holy Family and side altars of St. Thecla. John of Nepomuk. Beside there is a wooden bell tower from 1820. The chapel was built 1872. Based on a firm foundation of 64 piles dug into the ground and a wooden truss filled with stones. In the chapel there is a miraculous painting (eighteenth century copy of the image of Our Lady of Czestochowa). Next to the chapel, the shingled roof is located drain with the miraculous water, healing probably eye disorders. Currently, the main church fair that takes place on Pentecost, the faithful come to the island and the village, and approx. 5 thousand. takes Holy Communion. In the village there is a cemetery built in 1832, with well preserved goods of cast iron made in steelworks Sztabin. In the landscape the Augustów canal zone on both sides of the border visible are numerous crosses and roadside chapels or chapels in the trees. Most frequently they are placed at the end of the village (providing the last goodbye of the deceased before being discharged to the graveyard), on crosswords and crossovers, in the places where the ‘scare’ in architectural structure of the historical building of Augustów is the parish church of the Sacred Heart of Jesus, Our Lady of Czestochowa – the former Garrison church built in 1912.

Tragical moments of the region – manhunt of Augustów

This region has experienced a lot of cruelty, one of the most tragic post-war crimes took place from 10 to 25 July 1945. At that time, according to the findings of the IPN Army units 50 and 62 units of the Division of Internal Army of the NKVD, shielded and supported by UB and the subdivision consisted of two companies in the strength of approximately 110–160 soldiers of the 1st Prague Infantry Regiment (commanded by Lt. Maximilian Szepfa [Lapinski 2012, p. 32–38] carried out an extensive campaign of pacification of areas of the Augustów Forest and the surrounding area. roundup) (Dzierżanowski, Blinkiewicz 2005). Soviet troops in practice pacified villages, arresting their inhabitants suspected of contacts with the Polish independence movement partisans. More than 7,000 people were arrested and taken prisoner in over fifty locations (Szlasyński 1995). Filtration camps were established, where prisoners were tortured and interrogated under inhumane conditions. Some of them after interrogation were freed. 252 arrested Lithuanians, who were in the Lithuanian independence movement, were extradited to local authorities of the NKVD – the People’s Commissariat of State Security of Lithuania. Approximately 600 people of Polish nationality were deported in an unknown direction, and every trace of them disappeared, presumably murdered. They were probably deported around in Grodno and murdered in the so-called Forts Grodno, where previously held other mass executions made by the NKVD (Filipowicz 2005). Similar actions took place in August area of present Lithuania.

In November 1945, the inhabitants of the municipality Giby sent a delegation to Bolesław Bierut, whose aims was to establish the stay of detainees. However, until 1989 the subject was banned. The communist authorities never officially confirmed the fact of manhunt. During a visit to Moscow in April 2012, the president of IPN received from the Association of Memorial decrypted reports of captured ‘bandits’ addressed to Lavrenty Beria. In 1987 a monument to victims of the manhunt was built in Augustów Giby. In Giby are taking place celebrations of the anniversary of manhunt in 1991, after an exhumation in Giby, a cross with a height of 10 meters was unveiled, on the symbolic grave of the missing. On the cross there are the names of 530 people (66th anniversary of the Manhunt of the Augustów – Giby, July 17, 2011 ipn.gov.pl).

Cemeteries

In the buffer zone of the Augustów Canal located on the Polish territory there are seventeen cemeteries. Historical cemeteries show the culture of the inhabitants, historical changes and nationality. Twelve of them are military cemeteries, four are religious and four are historical. Among the religious cemeteries the attention should be paid to Roman Catholic Studzieniczna – historical, nineteenth century, with interesting wooden and steel crosses gravestones from the late nineteenth century and the cemetery of Old Believers in Gabowe Grady, with a large headquarters from World War I and a memorial to the pacification of the village by the Germans from 18 March 1943. Other religious cemeteries are in the Mikaszówka village from the first quarter of the twentieth century and Rudawa with the uprising graves from the mid-nineteenth century. Their main advantages are historical values. In the cemetery in Rudawa there is a large war headquarters from the First World War and are buried Army soldiers in Mikaszówka killed in battle with
the Germans in 1944. Among military cemeteries from World War I and II there are those in Białobrzegi, Macharcach, Mikasżówka, Serskim Forest, Sosnowo and Studzieniczna. The biggest of them are Serski Las Macharce and where rests a few hundred soldiers of German and Russian origin who died in February 1915. Cemeteries from World War II are mainly mass graves of civilians murdered by Germans or Russians (in one case); in the two localities are located cemeteries of or graves of Red Army soldiers. Most of the victims are buried in Rygoli, which rests about 3,000 Soviet soldiers who died or were killed in the local prison camp in 1941. Atmosphere of memorials reflect national mass graves of Army soldiers in Sucha Rzeczka and members of the resistance movement and the hostages in the Serwy. The same nature also has the grave of the Polish Army soldiers in the Plaska murdered by Soviet tank crews in September 1939. In Augustów, on Waryńskiego Street, there is a small Jewish cemetery, the deceased inhabitants of the local ghetto established by the German occupiers were buried there in 1941.

Defense architecture

In the zone of canal, there are several important architectural monuments of defense and military, there are durable ferroconcrete structures and the remains of the earthen fortifications.

In the direct neighborhood of the canal are located Polish bunkers built in 1939. In Augustów, located near Canal Bystry, are the ruins of bunker turned into a monument of ‘No more war’, two bunkers in the Gliniskach and three in the Promiskach. Many trenches, a defensive fighting position and bunkers were made of wood and the ground are preserved in the form of barely recognizable hollows. During the years 1939-1941 in the area of canal were constructed Soviet strengthenings which were described as Molotov line (shaft). The work on the fortifications was not completed before the outbreak the German-Soviet war (June 22, 1941). Remained bunkers are near the village Sonicze and Sapočkinie. The fortifications were destroyed during the battle with the Germans (Batura et al. 1997).

Activities of inhabitants

This region is devoid of industry, only in the buffer zone exist small factories characterized by a small impact on the environment (e.g. It is a factory of mineral water labels boats and sailing boats). At present inhabitants earn on agriculture and tourism, and especially those living in rural communities the canal zone. In the southern rural parts, the population works in agriculture (mainly dairy farming, but also breeding cattle meat). In the eastern zone of the source of living is farming and tourism, which, according to previous studies of the authors, develop slowly, and their quality is unsatisfactory. In addition, a universal and additional occupation is seasonal or regular employment in the forest. Another important activity implicated in the canal is operation for the benefit of water tourism both for the individual tourists as well as groups (renting boats, canoes, organizing canoeing) and passenger ships cruises. In the zone of canal are continued tradition of boatbuilding in the production of boats from the materials in the traditional technologies (i.e. Wiosłówki produced by craftsmen) and of modern materials (kayaks, boats and yachts executed by specialized companies from the plastic materials) (Strategy 2005).

Attractions of cultural tourism
— the Augustów Canal ‘John Paul II Route’

The Augustów Canal – John Paul II Route – has been appointed to commemorate the visit of the Holy Father John Paul II 9 June 1999 on Earth of the Augustów. It is a route, which the Pope took on board the vessel Navigation of the Augustów ‘SERWY.’ On the way John Paul II visited the family farmers Leszczelewie. Pope sailed to the Sanctuary in the Studzieniczna. At the place where waiting for a vessel on the beach Officer Yacht Club Pacific now there is the original statue – a kind of attraction on Lake Biale – Papal armchair. In the Studzieniczna Pope prayed front of the miraculous painting of Our Lady Studzieniczanka. It is a place of meeting commemorated with the statue of the Holy Father. A further part of travel of John Paul II was a cruise on the Augustów Canal to the village Gorczyca, where the Pope went by car through the forests of Augustów then went back to Wigry. Now the trail of John Paul II is travelled by many tourists. All the places which saw Pope John Paul II were commemorated with statues or plaques. To cross the John Paul II Route it is possible to travel both by water and land transportation. The route leads through sluice Przewięź and Swoboda to sluice in Gorczyca. During the cruise passengers take part at through sluices, and also visit the Marian Shrine in Studzieniczna – where Pope John Paul II prayed in the chapel on the island. To explore are sacred monuments along the route: Marian Shrine in Studzieniczna Church at Mikasżówka and Minor Basilica in Augustów. Every year more and more tourists come to Augustów to go on a journey along Papal Trail. The itinerary of the Papal Trail leads through the wonderful places Augustów Forest, the many lakes of the Black river Hańcza and Augustów Canal.
Summary

The Augustów Canal is without a doubt highly important monument. It is associated with the history of the region. The huge baggage of history makes it a universal region for the development of various types of tourism. Here you can develop tourism such as cycling, horse riding, car or boat. It is also a basis for culture tourism. The basis for definitely going trend culture tourism. Questions Answered by tourists clearly show that the level of knowledge of the region is very poor. It is worth promoting this region. It is important to the history of those who gave their lives for the Motherland. To the memory has been transmitted eternally the following generations of Poles and the historical truth never died.

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Revalorization of Old Evangelical Churches in Lower Silesia for tourism

Abstract: The turbulent history of Lower Silesia, and in particular the change of the socio-political circumstances after WWII, has resulted in a substantial reorganization of the denominational structure of the region. Owing to this phenomenon, the number of the members of the Evangelical Church has drastically decreased, which in turn has created a considerable need to manage the churches left by Protestants moving away from Lower Silesia in the post-war years. Although the majority of the old Protestant churches were taken over by Catholic parishes which are trying to bring them back into use, a large number of the monuments of sacral architecture remain unused, thereby falling into ruin or, in many cases, becoming completely destroyed. The symbolic character of a protestant church, which differs from the significance of a church in Catholic culture, considerably limits the concept of ‘the sacredness of a place’ and thus sanctions less restricted actions aimed at the secularization of the church space. The revalorization of numerous old Lower Silesian Protestant churches is, more or less successfully, directed at adaptations consistent with the current needs of local communities, considering the importance for tourism. A frequent practice involves transforming old Protestant churches into museums and exhibition halls (Wrocław, Bystrzyca Kłodzka, Łudwikowice Kłodzkie, Kamieńcem Ząbkowicki), auditoria (Srebrna Góra, Kromnów, Jawonia), gyms (Bołków, Ziębice, Złoty Stok), warehouses (Lubawka, Mieczków), and shops (Kąty Wrocławskie).

Key words: Evangelical church, Lower Silesia, revalorization

Introduction

The churches that formerly served Protestant cults in Lower Silesia are a difficult and specific object of study in the context of permanence of the ‘memory of landscape’ of one of the most attractive tourist regions in Poland. The difficulty lies mainly in the fact that the socio-religious structure of that region, providing in the past numerous custodians of that memory, suddenly collapsed and almost the whole population was replaced. Material traces of a culture considered to be foreign or even hostile became the target of a deliberate
The situation of Evangelical churches in Lower Silesia after the World War II

The turbulent history of Lower Silesia, in particular the change in the socio-political determinants that occurred after the Second World War, lead to a major reorganisation of the denominational structure of the region. At the beginning of the last year of the war, in the German province of Lower Silesia there were 2,032,492 Evangelicals and adherents of other denominations and 923,635 Catholics (Mazurski 1989, p. 17), which translated into a ratio of approx. 60-70% members of the Evangelical Church living in the German Lower Silesia. In western districts, the number of Evangelical believers often exceeded 90%, while in eastern districts it amounted to about 60–85%, and in the former County of Klodzko it stood at about 10% (Mazurski 1989, s. 17; Szczepkowska-Battek 1995, p. 31). The large number of Protestants was also reflected in the number of churches they had in possession because it is estimated that before the war within the territory of the Lower Silesia province there were more than 900 Evangelical churches (Sołdek, Oszczanowski 2012, p. 9).

As a result of post-war resettlements and the influx of the inhabitants from the areas beyond the Bug river, the membership of the Evangelical Church rapidly decreased. According to Kalendarz Ewangelicki, in 1951, i.e. the period when the migratory movement came to an end, there were an estimated 36,000 Evangelicals in Lower Silesia (Kalendarz Ewangelicki 1952, p. 73). At present, according to the statistical data from 2015, the Wroclaw Diocese of the Evangelical Church of the Augsburg Confession has about 2,440 members, organised into 16 parishes, with 24 sanctuaries. It should be added that the diocese of Wroclaw also includes three parishes outside the administrative boundaries of the Lower Silesia Voivodeship; therefore, the proportionately lower number of believers in the discussed area must be taken into account.

By way of comparison, in the same year, the Roman Catholic Ecclesiastical province of Wroclaw consisted of 731 parishes and 2,517,100 believers, which represented more than 94.5% of the total population of the analysed area (Rocznik Statystyczny, p. 199–200). In light of such huge disparities in the number of the followers of the two confessions, monument conservation agencies face the serious problem of restoration of the churches abandoned by the German Protestants forced to leave Lower Silesia.

Silesian Evangelical churches suffered little damage during WWII. The greatest losses in this regard were experienced by the Wroclaw metropolis, which in the last months of the war was turned into a fortress besieged for four months by the troops of the Red Army. In 1945, as a result of fierce military confrontations and decrees of the Nazi authorities of Breslau ordering reorganisation of the urban space for defence purposes, many Evangelical churches were destroyed, including Martin Luther’s Church at the present-day Grunwaldzki Square, St Paul’s Church at Strzegomski Square, Redeemer’s Church at Staszica Square, Saviour’s Church at Borowska Street, Christ’s Church at Gajowicka Street, Hospital Church of the Holy Trinity at Kolejowa Street, and Queen Louise Remembrance Church at Krakowska Street (Bunzel 1964, p. 50, 60–62, 64, 70, 73; Duda-Seifert, Mikołajczak 2014, p. 65).

In the early postwar years, a significant number of Lower Silesian Evangelical churches and parish buildings went into the possession of the Roman Catholic Church or the State Treasury. It is estimated that about 400 Evangelical churches were taken over by the Roman Catholic Church (Kalendarz Ewangelicki 1952, p. 75). In the first place, Catholics took over undamaged churches, adapting them to the requirements of the Roman confession. In a situation where a town had two churches of both denominations, the former Evangelical church was usually transformed into a Catholic auxiliary church, while in several cases where the Catholic church had been destroyed, Catholic parishes took over Evangelical churches for use as the main town churches (among others: Mścisłów – Lubań District, Podgóří – Złotoryja District). Churches that were not taken over by Catholics often fell victim to looters and eventually were doomed to gradual devastation (Szczepkowska-Battek 1995, p. 32), and, in many cases, total destruction (among others: Dobroszyc – Oleśnica District, Dziwiszów, Kowary, Łomnica, Miedzianka, Rybnica – Jelenia Góra District, Gierzyn, Pasiecznik, Płocki Górne, Prosowa, Uboce, Radomice – Łwówek District, Grzędy Dolne, Mierszów – Wałbrych District, Piotrowice Świdnickie – Świdnica District, Prusice – Złotoryja District, Strzelin – Strzelin District, Świeradów Zdrój – Lubań District).

The new hosts of the churches, i.e. Catholic parishes, tried to restore usability to the buildings, which, however, was not always accompanied by adequate supervision of the conservation agencies. The situation has improved only in recent years, when, on one hand, the history of Silesian land became a focus of interest of both historians and young inhabitants of Lower Silesia, who feel an emotional bond with their place of birth, while, on the other hand, the possibilities of use of the historical and cultural heritage of the region increased markedly in the creation of its tourist product.

The situation of Evangelical churches in Lower Silesia

The policy of the authorities that often aimed for their elimination, while the new community settling in the so-called Recovered Territories remained indifferent to the historical and ideological heritage that it did not comprehend. As a result, the nearly half-a-century-long process of erasing of memory contained in the landscape and monuments of the region led to material destruction of a number of artistically valuable Protestant churches, which could not count on adequate supervision of the conservation agencies. The situation has improved only in recent years, when, on one hand, the history of Silesian land became a focus of interest of both historians and young inhabitants of Lower Silesia, who feel an emotional bond with their place of birth, while, on the other hand, the possibilities of use of the historical and cultural heritage of the region increased markedly in the creation of its tourist product.
preservation of the original shape of the churches and their furnishings. A common practice was restructuring or removal of pulpit altars, which were not appropriate for the Catholic liturgy, and their replacement with altars decorated with figural motifs (among others: Dzierżoniów, Podgórzyn – Jelenia Góra District, Strzegom, Świebodzice – Świdnica District, Walim – Wałbrzych District). The pulpit was usually located separately, on one side of the chancel or nave. Sometimes, a change in the form of the altar was accompanied by a change in the functional and symbolic axis (among others: Wykroty – Bolesławiec District, Księginice – Lubin District). In many cases, all traces of German inscriptions were taken down and removed, including epitaphs tombstones; iconoclastic acts were not uncommon, and included destruction of images of Protestant clergy. Additional side altars and confessional were introduced as well as supplementary decorative and symbolic elements in the form of wall paintings, easel paintings, and statues, located both inside and outside the churches (among others: Dąbrowica – Jelenia Góra District). A common phenomenon was the transfer of furnishings from former Evangelical churches to Catholic churches, especially where Catholic churches had lost their liturgical accessories as a result of war damage.

A major problem running through the entire postwar period, especially in the provincial areas, was the unfriendly social attitude, which identified the Evangelical confession as belonging to the broadly understood hostile ‘Germanness’, resulting in the still frequent treatment of the Protestant cultural heritage as foreign, and thus unwanted. Hence, unfortunately, the inhabitants of Lower Silesia are more tolerant of the slow and often irreversible destruction of the monuments that are perceived as a foreign element in the contemporary local cultural landscape. Ideological considerations influenced, among others, the demolition in 1972 of a church in Łwówek Śląski on the initiative of a representative of the local authority, who decided to dispose of the ‘formerly German property’ in order to ingratiate himself with the residents of the town (Szczepkowska-Battek 2005, p. 154). Today, the only remnant of the Church is its 60-meter-high neo-Gothic tower from 1848. A similar fate befell a neo-Romanesque church in Mierszów (Wałbrzych District), which was demolished in 1979, and a Gothic church in Piętisk (Zgorzelec District), demolished in 1973, despite being listed in the register of monuments of cultural heritage. However, not only political factors contributed to the disappearance of many monuments. Gross negligence of the conservation services resulted in the demolition in 2007 of the church in Stare Bogaczowice (Wałbrzych District), which was not subject to conservatory protection. Today, a church in Gostków (Wałbrzych District), also not listed in the register of objects of cultural heritage, can meet the same end.

Despite the wide-ranging process of conversion of Evangelical churches into Catholic churches, there is still a large number of often valuable monuments of sacral architecture that remain unused and are succumbing to devastation. Due to large-scale negligence on the part of the state administration, conservation agencies and church authorities, in Lower Silesia there are currently several dozen former Evangelical churches, which have been unused since World War II and/or constitute ruins in different stages of decay (Tab. 1).

Tab. 1. Unused or ruined former Evangelical churches in Lower Silesia

<table>
<thead>
<tr>
<th>No.</th>
<th>Place</th>
<th>District</th>
<th>Time</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bierutów</td>
<td>Oleśnica</td>
<td>1622–30</td>
<td>ruin</td>
</tr>
<tr>
<td>2</td>
<td>Boguszów-Gorce</td>
<td>Wałbrzych</td>
<td>mid-18th century</td>
<td>falling into ruin</td>
</tr>
<tr>
<td>3</td>
<td>Czernica</td>
<td>Jelenia Góra</td>
<td>1744, 1911</td>
<td>preserved tower</td>
</tr>
<tr>
<td>4</td>
<td>Czernina</td>
<td>Góra</td>
<td>19th century</td>
<td>ruin, preserved tower</td>
</tr>
<tr>
<td>5</td>
<td>Dobrocin</td>
<td>Dzierżoniów</td>
<td>beg. of the 20th c.</td>
<td>ruin</td>
</tr>
<tr>
<td>6</td>
<td>Goszczy</td>
<td>Oleśnica</td>
<td>19th century</td>
<td>protected</td>
</tr>
<tr>
<td>7</td>
<td>Gostków</td>
<td>Wałbrzych</td>
<td>1785</td>
<td>ruin</td>
</tr>
<tr>
<td>8</td>
<td>Grodków</td>
<td>Brzeg</td>
<td>1844–47</td>
<td>ruin</td>
</tr>
<tr>
<td>9</td>
<td>Jałowiec</td>
<td>Luban</td>
<td>1715</td>
<td>ruin</td>
</tr>
<tr>
<td>10</td>
<td>Jędrzychów</td>
<td>Polkowice</td>
<td>after 1756, 1884</td>
<td>ruin</td>
</tr>
<tr>
<td>11</td>
<td>Kaczorów</td>
<td>Jawor</td>
<td>15th century</td>
<td>falling into ruin</td>
</tr>
<tr>
<td>12</td>
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<td>13</td>
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They include, for example, the following buildings: the court church in Goszcz (Oleśnica District) erected in the years 1743–1749 and founded by count Heinrich Leopold von Reichenbach, which is one of the most impressive Evangelical churches in Lower Silesia; a church in Miłków (Jelenia Góra District) from the years 1754–1755 (Fig. 1); the late-Baroque church in Mirsk (Lwówek Śląski District) from 1757, which was not rebuilt after the fire in 1956; a church in Miszkowice (Kamienna Góra District) from the years 1771–1773, considered to be one of the most magnificent religious buildings of the Sudety mountains; a church in Twardocice (Złotoryja District), belonging to the group of so-called escape churches; and finally a church in Żeliszów (Bolesławiec District) from 1797, with an impressive oval layout of the inner galleries.

The long and depressing catalogue of ruins is, fortunately, not the only image of the cultural heritage monuments of Protestantism in Lower Silesia. The Churches of Peace in Świdnica and Jawor are spectacular examples of meticulously performed restoration works. The exceptional artistic and cultural importance of both churches was emphasised by their inclusion on the UNESCO World Heritage List. Thanks to the funds obtained from the State Treasury and the European Union, the two Evangelical parishes were able to put an end to the process of destruction and saved precious examples of the Evangelical cultural heritage of the region.

**Examples of restoration Evangelical churches in Lower Silesia for tourism**

The symbolic nature of Protestant churches, different than in Catholic culture, seriously limiting the notion of ‘holiness of the place’ characteristic of most religions, may sanction freer actions aimed at secularization of the space of the churches. Restoration of many Lower Silesian Protestant churches is heading, with greater or lesser success, towards adaptations deviating from liturgical functions, consistent with the current needs of local communities. The architectural changes are often provisional, leading to arbitrary conversions of churches into secular buildings. A common postwar practice was the conversion of mostly rural churches into utility rooms, warehouses, storerooms, barns etc. Currently, the following buildings act as warehouses: the former Evangelical church in Lubawka (Kamienna Góra District), in which the damaged gable roof was replaced with a flat roof, the tower cupola was disposed of, and a doorway was created in the apse of the presbytery; also, the church in Mieczków (Środa Śląska District), which due to the proximity of the Catholic church, started to
be used as a warehouse already after 1945, and his commercial function is evident in the metal shelters added to the façade of the church. The former Evangelical church situated in Kąty Wrocławskie (Wrocław District), erected in the years 1833–1836 according to a design by Karl Friedrich Schinkel, is currently used by the residents of the town as a retail and service centre. Shortly after the war, the church lost its furnishings in the form of a pulpit altar, benches, and cast-iron reliefs, while in 1971 it underwent a through reconstruction to be used as a shop. In the process, the building lost wooden inner galleries and its interior was divided into two floors (Zabytki sztuki 2006, p. 397). Several Lower Silesian Evangelical churches were converted into gymnasiums, which almost completely lost their original furnishings, among others in Bolków (Jawor District), where the tower cupola was also disposed of, in Ziębice (Ząbkowice Śląskie District), and in Złoty Stok (Ząbkowice Śląskie District), where, in the years 1978–1985, the nave space of the former Holy Saviour Church was adapted for sports and recreational purposes, while the furnishings were transferred to museums in Wrocław, Kłodzko, and the Silver Mountain Fortress (Zabytki sztuki 2006, p. 1093). In recent years, the sports function has been suspended, while the church tower has been used as a vantage point made available to tourists. The few remnants of the original furnishings of the church in Złoty Stok include Renaissance epitaphs in the porch and the Baroque high altar, devoid of moving parts and located in the chancel that is separated with a grille from the gymnasium.

Two former Lower Silesian Evangelical churches serve as concert halls. St. Nicholas Church in Srebrna Góra (Ząbkowice Śląskie District) is an example of a building which, after the war, was doomed to slow degradation due to the proximity of a Catholic church and lack of the concept of building management. In the years 1970–1972, a hotel was created in the deserted church and the former interior with inner galleries was divided into three floors, arranging guest rooms and a dining room. In the 1990s, the building once again lost all practical functions; later on, it was used by the Theatre Association Chorea from Łódź for artistic purposes, and recently the Gmina Office of Stoszowice has created a project to establish a cultural and educational centre in the church. After the war, the former Evangelical church in Zawonia (Trzebnica District) was used as a grain storage, then it housed a production facility, and later still it was converted into a gymnasium for the local school. In 2013 the authorities of Gmina Zawonia created in the church the Temple of Artists, which served as a concert and exhibition hall. The building underwent a thorough renovation and was made available to the local community. The main idea behind the activities conducted here is: ‘to create a place open to various artistic projects and undertakings, (...) serving both artists and their audiences, a place where natural synchronisation occurs between, on the one hand, the preserved historical and cultural heritage and, on the other hand, modernity’ (Kurier Trzebnicki 2013).

One course of action that is conductive to the development of tourism involves conversion of Lower Silesian Evangelical churches into museums, galleries, or exhibition halls. An example of such restoration in Wrocław is the Museum of Architecture, established in 1965, located in a former late-Gothic church and Bernardine monastery, which used to serve Evangelical believers for four centuries. The only museum in Poland dedicated to architectural issues, it has already developed a reputation as one of the most dynamic scientific and exhibition institutions in Wrocław, organising exhibitions that met with great public interest (Fig. 2).

In 1964 the buildings of the former Evangelical church and parochial school in Bystrzyca Kłodzka (Kłodzko District) were given the role of the Phillumeny Museum in connection with the Match Manufacturing Plant in Bystrzyca Kłodzka. The interior of the church was converted into an exhibition hall, also using for this purpose the converted inner galleries. In 1961 the Gothic Holy Trinity Church in Legnickie Pole (Legnica District), which had belonged to Protestants for over four centuries, was converted into the Museum of the Battle of Legnica, a division of the Copper Museum in Legnica. In 1991 the museum opened a permanent exhibition presenting, among others, weapons and the oldest representations and descriptions of the battle. The interior design of the museum seeks to emphasize the sacredness of the place by putting a copy of the tombstone of Henry II the Pious in the axis.
of the presbytery; also, the main model of the battlefield was placed on an inner gallery. A neo-Gothic church of the Holy Trinity in Kamieniec Ząbkowicki (Ząbkowice Śląskie District), founded by Princess Marianne of the Netherlands, after WWII served for many years as a warehouse; only in 1992, through the efforts of the Society of Lovers of the Land of Kamieniec, the building was renovated and became the site of the Municipal Exhibition Centre, which hosts temporary thematic exhibitions. Another example of renovation in recent years of a former Lutheran church, aimed at the establishment of a regional cultural and educational centre, is the Owl Mountains Land Museum in Ludwikowice Klodzkie (Kłodzko District), which organises special events and is preparing to establish a permanent exhibition.

While former Protestant churches often acquire cultural and educational functions, which seems to create an opportunity to restore their usability and thus saves them from destruction, the use of such buildings for catering purposes is uncommon. Perhaps the only Protestant church in Lower Silesia offering residential and dining functions is the church in Długopole Zdrój (Kłodzko District), which houses the Horus café. The former neo-Gothic hall of the church has been adapted for business purposes while the attic with newly-erected dormer windows is used as the residential space. The somewhat-misfitting adaptation also includes the outside of the building, where a wooden terrace with tables and sunshades has been added to the side façade at the height of the bottom of the windows.

In recent years, there have been two particularly noteworthy initiatives: a comprehensive renovation of the late-Baroque Evangelical church in Kromnów and an initial renovation of the former church in Wojcieszyce (Jelenia Góra District). The halting of the process of destruction of the two buildings and gradual restoration of their usability has been possible thanks to the determination of the staff of the Gmina Office of Stara Kamienica headed by Ms Zofia Świątek, the Gmina Secretary, who, thanks to the acquisition of funds from the European Regional Development Fund and other sources, have successfully renovated the church in Kromnów and secured the church in Wojcieszyce. The church of Kromnów had suffered significant devastation and its furnishings were dispersed in the 1970s (Fig. 3). The process of renovation included replacement of the roof truss and the roofing, replacement of the plaster façade and interior plaster, and careful renovation of the two floors of wooden inner galleries, while preserving the traces of the former owners of the church in the form of biblical verses in German. The former church now serves the local community as a museum and art gallery called Artystyczna Galeria Izerska, which stimulates artistic and cultural activities of the region by, among others, presentation of the works of local artists as part of the permanent exhibition and during the monthly arts fair called Izerski Jarmark Rękodziela i Sztuk Wszelakich (Fig. 4); it also serves as a concert hall, a theatre, and a space where ecumenical religious services are occasionally held. The gallery has its own website, which informs of current cultural events as well as presents the history of the building reminding of its former purpose, while the iconographic material in the form of drawings and photographs shows the original shape of the church, its postwar history, and the gradual restoration of its usability for the new role.

However, local authorities do not always take similarly prudent initiatives. A peculiar concept of saving memory about the Protestant cultural heritage can be found in the Renovation Plan of the Village of Mrowiny, Gmina Żarów from 2009. The brick church founded by Samuel Alfred von Winterfeld in 1742 survived the ravages of war but it was not able to withstand the destructive activities of the new inhabitants of the village. Finally, in the years 1964–1966, the church was demolished with the exception of the tower. The Gmina authorities proposed: ‘a partial renovation of the tower, i.e. its protection from continued destruction, so that the ruin serves as a reminder of the rich history of the village’ (sic!) (Plan odnowy 2009, p. 16). Dismissive attitude of post-war Polish authorities towards the issue of protection of the heritage of German Protestants lead to a situation where such solitary towers, historically belonging to the now destroyed Evangelical churches, have become a permanent fixture of the contemporary cultural landscape of many Lower Silesian towns and villages (among others: Czernica – Jelenia Góra District, Czernina – Góra District, Lwówek Śląski, Pasiecznik – Lwówek District, Zawidów – Zgorzelec District). Such relics also constitute the remains of two Churches of Grace in Żagań and Kożuchów (Nowa Sól District), currently located on the territory of the Lubusz Voivodeship. The former Gnadenkirche in Kożuchów was demolished in 1973, after its furnishings had been removed...
and taken away (Górski 2011, p. 214), and its erstwhile existence is marked by the ruined tower; a similar fate befell the church in Żagań, which was demolished in the years 1966-1967, while the damaged tower was preserved as a triangulation point used by the army (Jakubiak 2011, p. 203). The process of destruction was halted when the tower was converted into a vantage point adapted to the needs of tourism, opened to the public in 2004. Inside the tower, there is an exhibition showing the history of the church and thematic exhibitions related to the region; it is also a venue for cultural and tourist events.

In addition to the often radical changes to the purpose of church buildings, there are also initiatives aimed at restoration of their sacral functions in an expanded, ecumenical formula. An example of similar actions, combined with concern for the saving of a monument of Silesian Protestant culture, is the transfer of a former Evangelical church in Rząśnik for the purpose of its reconstruction at the site of the Lomnica Dominion palace. The Evangelical church in Rząśnik was built as a half-timbered construction in 1922 on the site of a former house of prayer that had burnt down from a lightning strike in 1919. In 2008, the church, previously earmarked for demolition, was purchased by Elizabeth von Küster, who is planning its reconstruction in the vicinity of the Lomnica palace, to be used as an ecumenical church. Another important initiative is the renewal of the Church of the Holy Trinity in Bukówek and its conversion into a multi-denominational church.

Conclusion

Similarly to Lower Silesian palaces, the abandoned and deserted Evangelical churches require new concepts and development plans. The biggest enemy in the process of saving monuments of Protestant cultural heritage is the passage of time, which with each year reduces the chances of saving additional buildings from destruction. In 1966, Paweł Banaś published an article entitled Former Evangelical Churches in the Wrocław Province: The State of Preservation and Conservation Problems (Kościoly poewangelickie na terenie woj. wrocławskiego: stan zachowania i problemy konserwatorskie), including a list of 35 former Evangelical churches from Lower Silesia, which, according to the author, required new adaptation concepts due to their high artistic value and a relatively good state of preservation (Banaś 1966, p. 31). At present, in 2016, half of the churches mentioned in the article no longer exist – only the church in Wojcieszyce underwent an initial stage of renovation, while the churches in Podgórzyn and Bierutów were taken over by Catholic parishes, which adapted them to liturgical use. However, the examples from Krosnowo, Zawonia, and Ludwikowice Kłodzkie show that, with enough commitment and determination, local authorities can revive previously neglected buildings, while an initiative of Elizabeth von Küster from Lomnica gives a chance to save one of the Silesian half-timbered Evangelical churches, which had been destined for demolition. Also of great importance to the process of saving Protestant cultural heritage is a change in social attitudes, which, since the postwar years, have often remained unfriendly towards foreign cultural heritage. Scientific research and dissemination activities should help to bring about change by presenting Evangelical art and culture to the inhabitants of the region and the visiting tourists. An important role is also played by Internet portals, whose goal is to create a systematically updated and expanded iconographic database and an open-access compendium of the monuments of the region, including remnants of the once-rich Protestant culture of Lower Silesia, whose number diminishes with each passing year.

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Tourism products based on the landscape in ‘the Network of the Most Interesting Villages’

Abstract: The common concept of a ‘tourism product’ is primarily associated with the architecture, culture, events or craftwork products of a given community. Many people seem to forget that the important, although frequently underestimated, stimulator is the local rural landscape with all its components, such as the landform and the land cover, including its natural or anthropogenic character.

The importance of landscape in the creation of a tourism product has been presented in this article based on the Network of the Most Interesting Villages in Poland (SNW – Sieć Najciekawszych Wsi). Detailed research concerned the evaluation conducted in autumn 2014 of 13 villages of the Opole Voivodeship competing for the SNW membership. The idea is that in the future the whole network is to be considered a branded tourism product and a way to preserve the regional tangible and intangible features of the cultural heritage of selected villages.

The evaluated villages must comply with a number of conditions to become members of the Network, which includes providing an adequate and attractive offer for tourists. It is based on existing historical resources and attractions as well as on providing an adequate residential base. It is equally important not to limit the presentation to individual points in a village but to provide a wider perspective of the village. It comprises entrance panoramas, the type of access roads, view axes and openings on the landscape surrounding the village as well as the character of landscape interiors, a special climate that the place can create, which can bewitch the visitors and make them remember it, recommend to others or wish to come back to the place.

Key words: rural landscape, the Network of the Most Interesting Villages (SNW – Sieć Najciekawszych Wsi), tourism product

Introduction

Today a village is a place which has got numerous problems resulting, among others, from changes in the lifestyles of its inhabitants. Technological development connected with agricultural production has decreased the number of people involved in agriculture for whom it is the only source of income. Hen-

ce the villagers’ necessity to search for new workplaces frequently involving the movement of young people from villages to towns and cities. Its consequence is the aging of village communities, which is additionally subject to general negative demographic trends. As a result, the village stopped being a farmer’s place of residence. Another negative aspect is the change of village structure into mono-functional housing estates, which intensifies especially the influence zone of big cities, but not only. The problem is an old farmstead with deteriorating old buildings devoid of their primary function and currently obsolete. Protection of this cultural heritage of a village is possible in the context of its proper landscaping in cooperation with local communities (inter alia Lipińska 2011, Niedźwiecka-Filipiak 2009, Pawłowska 2014).

Striving for multi-functionality, for instance by introducing diverse services which could substitute its agricultural function, is an opportunity for a village. What direction of development of individual villages should be chosen to achieve a success and find a good solution is a question posed by numerous inhabitants of villages in Poland, but also in Europe and other continents (Thorbeck 2012). The research conducted on a larger scale shows different visions concerning the development of rural areas. Raszeja (2013) presents five scenarios developed in the PRELUDE project which defined such driving forces as technological development, environmental awareness, social solidarity, intervention of authorities and optimization of agriculture. The future of a given rural area will depend upon the predominance of one of the forces. Searching for solutions to the problems should always be conducted with the participation of local communities. Two approaches aimed at the protection of a village landscape and its regional diversity are presented by Dixon-Gough and Hernik (2010) based on the case of Wales and England (top-down approach) and Poland (more pragmatic approach).

A significant support is the LEADER programme run in Europe in several editions since the 1980s. Local Action Groups (LGD – Lokalne Grupy Działania) comprise an area of several communes sharing common features which inspire their names, e.g. Heather Land, Flex Land, Central Odra Valley, etc. The program cooperates with, and complements, the Renewal of Villages Program, which concerns one or several villages. An important aspect is that the requirement for the participation in the program is a bottom-up initiative. At the beginning it needs a village to be willing to start action in order to enter the program, and the Commune Office or Marshal Office provides a support and coordination of actions (Idziak, Wilczyński 2013).

Both programs aim at finding new solutions for village functioning and workplaces for its inhabitants, improving living standards and protecting the cultural heritage of rural areas, including landscape. Thematic villages
are an interesting idea (Idziak 2008). These villages seek for a leading theme which becomes an inspiration for new future projects conducted by the village inhabitants. In Poland the first thematic villages were implemented in the West Pomeranian Voivodeship under the guidance of W. Idziak, e.g. the ‘Hobbits’ Village’ (Sierakowo Sławieńskie). Nowadays (2016) the Network of Thematic Villages which want to cooperate and share their experience has been formed. The idea behind the projects is to bring in tourists who are to find some kind of attraction in the village. Rural tourism will be the result of such activities of village inhabitants. Another task aimed at the protection and shaping of rural landscape is the currently initiated Network of the Most Interesting Villages (SNW) in Poland. This article presents the rural landscape perceived as an element enriching the tourist offer within the network.

Characteristics of SNW – history, principles, evaluation method, requirements

The work on the Network of the Most Interesting Villages in Poland, inspired by the Governor of Opole, Ryszard Wilczyński, started in 2011. It was a result of several years’ activities of the committee for the Protection of the Opole Village Heritage within the Opole Voivodeship Monument Preservation Office established in 2008. An expert study allowed for evaluation of the potential of the project which was created on the basis of the network Le Plus Beaux Village de France (Sieć Najpiękniejszych Wsi… 2012). The French network aims at transforming a village into a branded tourism product, simultaneously preserving its cultural heritage and landscape. Quality, image and development are the three main strategic elements of its functioning. The initiative found its followers, among others, in Wallonia, Quebec, Italy and Japan. The network creation also started in Romania, Spain and Saxony. In the Polish project, the name was changed from ‘the most beautiful’ to ‘the most interesting’ due to the fact that the first name is already used in competitions for the most beautiful village in the Renewal of Villages, and because of a high level of transformations of Polish villages and a small percentage of villages with a preserved traditional cultural heritage. Initially 230 villages were appointed based on a research of regional historical monuments conservators and experts’ assessment. In 2015 after verification 50 villages were evaluated. In 2014 the authors of the article participated in a team conducting a pilot assessment of 13 villages aspiring to the Opole Voivodeship network membership based on a village evaluation form (KOM – karta oceny miejscowości) created by R. Wilczyński¹.

¹ The evaluation team under the guidance of I. Niedźwieckiej-Filipiak consisted of representatives of the Institute of Landscape Architecture of Wroclaw University of Environmental and Life Sciences, the Department of Agriculture and Rural Development of the Marshal Office of the Opole Voivodeship and representatives of the Governor of the Opole Voivodeship. The work was conducted within a regional program co-financed by the EU funds under Scheme III of Technical Assistance of the 2007–2013 Rural Development Programme.
for a village to possess valuable and attractive elements in its resources; it is equally important how the village makes them available to the public. Therefore, another part of the evaluation referred to the route or several routes planned in the village to show attractive places. The following elements were checked: the way of exposing the places, descriptions, possibilities and safety of movement along the route, organization of rest facilities and shelters for tourists with access to toilets and tap water. Additional attractions were also important, such as workshops and field games organized by the villagers or opportunities for visitors to participate in the life of the village inhabitants.

It was also important for a village to create a story which would describe the most valuable features of the village in a short and synthetic manner. The story could be created on the basis of a set of distinguishing features determined by the inhabitants considering the possessed valuable or characteristic and repetitive features of the village (Niedźwiecka-Filipiak 2015, p. 18).

**Rural landscape, panoramas, landscape interiors**

The cultural landscape is a result of action of numerous consecutive generations of people and their changing lives have left traces in its visual aspect. At present, landscape has its own legal definition which was introduced by the law of 24 April 2015 amending certain acts in the context of strengthening tools of landscape protection (Journal of Laws of 2015 item 774) to the law of 27 March 2003 on spatial planning and development (Journal of Laws of 2015 items 199 and 443) and ‘it should be understood as a space perceived by people, containing elements of nature and products of civilization, shaped by the activity of natural factors or human activity’. Its special version is cultural landscape, including village landscape, in which a human activity has had a significant influence on its shaping. To evaluate the landscape, the following aspects are also important: landscape values, view points, view axis or exposure foreground also regulated by the law which records definitions of the above concepts in the nature conservation act of 16 April 2004 (Journal of Laws of 2013, item 627 as amended).

The approach which takes into account village regional characteristic features, also in the context of the above elements, is important while evaluating the spatial order and landscape attractiveness of the villages aspiring to participate in the Network of the Most Interesting Villages. In addition, the considerations are simplified by using the evaluation in terms of landscape interiors whose components can be viewed similarly to architectural interiors, e.g. walls, floor (horizontal plane), ceiling (vault), furniture (free-standing elements) (Bogdanowski 1976; Patoczka 2000).

In the case of low-density housing of compact or dispersed development, the perspective on the surrounding area is characteristic for the whole village. In such a situation the fields, pastures and forests surrounding the village are visible (Fig. 5 E). Visually attractive view openings are created by roads leading from the village interior to the fields, frequently unpaved, outlined with greenery, in the past planted with fruit trees.

Village entrance panoramas are not always visible. Their exposition depends on land forms and land cover of the place in which the village is situated. Sometimes a village is located deep in a valley or borders a forest, which makes entrance panoramas impossible to be seen. On a flat terrain village panoramas are often visible from afar. The elements reducing their value are, among others, billboards and large buildings of service functions located in the village foreground, e.g. warehouses or frequent junkyards and building materials stores. Their value is improved by greenery intertwined with buildings and dominants. Figure 2 presents an example of a preserved traditional panorama of Kamień Śląski village with a dominant of the church tower and a subdominant of a spa complex intertwined with greenery visible both in the foreground and the background. The visible limestone wall surrounding the palace-park complex is a characteristic building material in the village, one of its distinguishing features.
tion of these viewpoints differs but an interesting solution is placing the points at the openings of the village interior for its surrounding area (Fig. 3).

![Fig. 3. A village layout with the area available to tourists comprising a part of the village with a specified route and shelters for tourists as well as axes and view openings](Source: Niedźwiecka-Filipiak 2015, p. 31.)

The route which is accompanied by a story will become more attractive for tourists thanks to its diversity. The village area available for tourists (Fig. 3), which is also a tourist space (Górka 2009), is a site which should be attractive for tourists and village visitors and whose boundaries are specified by the villagers. The area should enclose a car park, a tourist information centre and also a clear description of all the places enabling the tourists to move around. It is simultaneously a series of village landscape interiors which include characteristic points and distinguishing features of the village. Depending on more or less densely built-up area, the walls of these interiors are composed of building facades complemented with high greenery and fences. Building ridges and series of cornices or windows create lines leading the eye. It is good when at their junction there is an attractive element. In Polish villages such lines are additionally complemented with overhead power lines. Fig. 4 B, presenting the interior of Stary Paczków village, clearly shows that the compact frontage of the residential buildings constituting a part of the farmstead and the power lines fix the eyes on a spruce located at the junction of the guiding lines created by them.

![Fig. 4. The view of attractive elements of the landscape of the evaluated villages](Source: developed by J. Pyszczek.)

Altogether it is a moderately organized uniform interior in which the spruce comprises a sort of a well-embedded dominant. It can be argued that it is not a species characteristic of villages in the region of Opole. It would be definitely better to plant a deciduous tree in that place, e.g. a lime. Good dominants in villages are church towers, which improve the quality of the panoramas (Fig. 5 F), and they also complement landscape interiors well, being frequently the ending of the viewing axes or a complement of the street frontages (Fig. 4 A and C).

![Fig. 5. Landscape elements of the evaluated villages](Source: developed by J. Pyszczek.)

View openings from the village interior are not always possible. In many villages of the Opole region, traditional built-up area of the village interior is compact and the farmyards are not visible due to high fences (walls) with gates and wickets (Fig. 4 B). There are some villages where the half-open built-up area enables a view from the street into their interiors which are closed from the surrounding fields by a storage building with a passage from the field – a barn (Fig. 5 D). Such an arrangement did not open views from the village interior on its surrounding area either. Today it is changing because many of the farm buildings are not needed any longer after losing their primary function and they are dilapidated or demolished. On one hand we lose the former building arrangement; on the other hand new view openings are created in that way.
Evaluation of the situation is not unambiguous at present because new views on the village surrounding area can be attractive.

In the analyzed villages there were cases of random planting of greenery blocking the view of the places which might be view points of the village surrounding area. The incidents confirm that this element of village landscape is underrated by village inhabitants.

Summary

The following article has focused attention on those landscape elements which can aid the tourist offer and are based on the landscapes of individual villages. The easiest task is to attract tourists to those villages which have valuable monuments, preserved spatial layout, or attractive location in the neighbourhood of frequently visited places.

The authors have tried to show that the important aspects for creating a tourist offer for a village are wisely situated or properly exposed dominants and a well thought out development of the entrance panorama and interior of a village. The enriching element for tourist routes leading along the most valuable and characteristic sites in a village can be view points, also connected with openings on the surrounding landscape which are frequently underestimated by the villagers for whom they are an everyday element. They should have it in mind when constructing the route because the elements are an important addition to the tourist offer under development. The landscape interior in the village is simultaneously the place of residence for its inhabitants. The climate of an individual village depends on its interior. The participation in the evaluation enables the villages to realize which elements can still be improved, how to get higher evaluation and consequently add value to the product and make it more available to tourists.

Bibliography


Abstract: The common understanding of the term cultural heritage is socially valuable resources of former culture's products. This dissertation recalls a different definition of cultural heritage by S. Ossowski, who defines the concept of cultural heritage as a package of inherited social attitudes in relation to these creations and values. Taking into account this custom concept, the issue of diversity of the underlying social attitudes to the rudiments of the past was raised here. The main theme of the work is to diagnose these attitudes on the basis of contributory surveys conducted on a group of young tourists. Educational aspects of tourism are in the background, as the main area where attitudes towards messages from the past can mature and take shape, becoming an important factor in protecting the legacy of previous generations, and thus protect the values essential for the modern man.

Key words: cultural heritage, social attitudes towards historical monuments

Introduction

For several decades, the relationship of the past and the present has been playing a significant role in social discourse. Barbara Szacka (1983) lists five functions of referring to the past: 1. past as an escape target, 2. past as a set of patterns and precedents, 3. past as sacralization, 4. past as an element of social cohesion, 5. past as a rationalist search for origins.

One of the main areas where the message of the past takes on a special momentum is tourism. In the common understanding the message includes a variety of tangible and intangible products of ancient culture. They are called cultural heritage. However, the literature provides us with another unconventional definition of cultural heritage (discussed below) proposed by S. Ossowski (1966). The essence of inheritance is not in the products of former culture, i.e. entities and their content, but in social dispositions (i.e. attitudes) with respect to these entities and their content.

Attitudes of tourists towards former culture’s products.

The second dimension of cultural heritage

From the anthropological point of view this not well perceived dimension of cultural heritage is particularly interesting. Too often we focus on the ‘externality’ of objects. In fact, it is the ‘internal’ world of man, i.e. his attitudes that determine the effectiveness of intergenerational transmission of the past, they affect its reinterpretation by subsequent generations, while providing an element of cultural social capital, which determines the way of thinking and acting of man, not only in the sphere of culture, but also in everyday life (www.nck.pl).

In terms of philosophy of art, the discussion about resources of the monuments of the past and their significance for the present, is indeed a discussion on the consequences of these inherited attitudes. They have a significant influence on wider culture, deciding on qualitative changes of ethnic types for instance, affecting sense of group ownership, ethnic identity, shaping tradition of the generation, creating a cultural environment with educational impact and finally shaping the will to continuously inherit (Ossowski 1966).

Personal scope of cultural heritage

The concept of cultural heritage is ambiguous, and the different meanings cannot always be reduced to a common denominator (Szacki 2011). It is similar with such synonymous terms as ‘tradition’ or ‘memory’. Even in the 19th and the first half of the 20th century, the definitions of heritage still emphasized the issues of property and biological inheritance. The dictionaries and encyclopedias of that time did not include the term cultural heritage or natural heritage. The first attempts to clarify the term appeared only in the second half of the 20th century. T. Szacki (2011) was the author who tried to cohere the terminology, highlighting three points of view, emphasizing different ways of approaching the relationship of past and present: 1. objective approach (emphasis on provided goods and values), 2. functional approach (emphasis on the activity of transferring goods and their content from generation to generation), 3. subjective approach (emphasis on social attitudes towards the transferred products of culture).

First and foremost, subjective definitions are the starting point for global actions related to cultural heritage. These include descriptive and enumerating definitions proposed by the authors of the UNESCO Convention of 1972 on protection of the world material heritage and the UNESCO Convention of 2003 relating to the protection of intangible heritage. In the first case the cultural heritage was defined by: 1. monuments (e.g. architectural works, works of monumental sculpture and painting and others), 2. groups of buildings, 3. historical sites (e.g. works of man or the combined works of nature and man, etc.), in
the second case: 1. oral traditions and expressions, 2. performing arts, 3. social practices, rituals and festive events, 4. knowledge and practices concerning nature and the universe, 5. traditional craftsmanship (www.unesco.pl). Functional value of these definitions inevitably meant that the property specifications show, however, the scope of the phenomenon in a simplified and contractual way, as it seems. Furthermore, although elements of material culture are not difficult to define, as they can be easily described and located (so-called immovable monuments, movable monuments and archaeological sites), whereas the components of intangible culture provide a very broad scope of meanings.

A scientific formula developed by a team of B. Rouba (2008) shows the meaning of the term cultural heritage in a slightly different light. It takes into account both objective and functional aspect of the term. Cultural heritage is referred to the extensive resource of material and immaterial cultural objects, whose essential feature is their transmission to the next generations. It is worth noting that some authors extend the scope of meaning of cultural heritage to a landscape transformed by human, too. In this context, cultural heritage is a history of places and people who live in these places (Duriasz-Bulhak, Polomski, Potok 2011).

Cultural heritage in the above meanings, i.e. defined as 1. capital of tangible artifacts and symbols, or as 2. repertoire of activities relating to the transmission of these artifacts and symbols in the historic dialogue between generations, is located in the objective ‘outside world’, beyond human being. All these things cannot be treated as the domain of the heritage of mankind, but as ordinary objects belonging to the sphere of human creativity and production. This was noted by S. Ossowski (1966) in his extraordinary concept of cultural heritage. He finds that not the objects are the right heritage, but the attitudes towards these objects, being shaped and passed from generation to generation, that is, patterns of response. The example of nations which hold the same entity in their vaults of culture, but present a different attitude towards it, as it carries different meanings and values for them, seems to be a convincing argument (Ossowski 1966). ‘My objection – S. Ossowski writes – to link products and dispositions in one term, results from the fact that it is impossible to build a cohesive category, which could include both. If dispositions are the elements of culture, the corresponding products are in such a ratio as the argument to the functions: K and f(K). Even in everyday language, which is not consistent, we do not say that buildings, tools, works of art are part of the culture, or the components of culture, but that they are products of culture or cultural monuments, and so f(K).’ (Szalt 2012 for Kłoskowska).

It can be put metaphorically that eventually it is us ourselves who are our heritage. On one hand, the past has shaped us, on the other hand, despite the autonomy of its rudiments, we perceive it subjectively, manifesting the quality of perception in our attitude towards it (Marody 1976). The measure of determining the value of monuments of the past, and thus the size of their resources, is the man’s attitude in relation to these monuments and social process of their evaluation, developed in the socialization process (Ossowski 1966). Things, ideas and symbols have only the meaning which is given to them by humans, and each generation brings its own values typical for their era. Yi-Fu Tuan (1987) rightly notes that the classification of artifacts of the past to that inherited capital depends on modern culture. Tourism is one of the tools of this qualification. Everything that does not gain recognition in tourist publications, remains out of sight for most visitors (Popczyk 2008). On the other hand, if the rejected objects will not be awarded any information, symbolic, integrating, aesthetic, utility-economic or any other value, the fate of oblivion and annihilation meets them eventually (Muratov 1988). Only the part that has a defined value for particular social group is designated from the preserved rudiments of the past, and thus is incorporated into the present, in fact it is not about what has been preserved from the past, but how these elements are socially assessed and evaluated (Szacki 2011).

The term ‘attitude’ was introduced to scientific discourse in the 1920s by W.J. Thomas and F. Znaniecki (1927). It meant the individual processes of consciousness, which affected the subject’s reactions towards the world, whereas the reactions always occurred with respect to a certain value. In the course of development of research on the attitudes of various psycho-sociological orientations, the meaning of this term started to diversify. M. Marody (1976) cites the work of E. Nelson, who listed 23 ways of understanding the concept of ‘attitude’ already in 1936, distinguishing among them, i.e.: constantly felt dispositions, mindset, readiness, generalized behaviors, emotional factor accompanying action, dispositions to modify the emerging experience, directional effect on reaction, etc. In this dissertation, the definition of attitude proposed by S. Nowak (1973) is the reference. The theoretical meaning of this definition includes three components: 1. emotional-evaluative component (expressed in affective or intellectual evaluations of the attitude’s object), 2. cognitive component (including knowledge and beliefs in relation to the attitude’s object), 3. behavioral component (dispositions to behavior in a certain way towards the attitude’s object).

The aim of the survey was to identify selected aspects of social attitudes in relation to the products of ancient culture. Research topics covered the search for empirical sense of attitudes, based on verbal evaluations and statements which were attitude’s indicators. The attitude’s diagnosis seems not to be the most important, as the sample test group is too small, so the conclusions are li-
The study was conducted in 2015 on a group of 48 tourists at the age of 20–25 years. The research method was a survey method and the tool was a standardized questionnaire. The questionnaire sheet contained questions related to the cognitive, affective and behavioral dimensions of attitudes. In general they concerned: 1. cognitive expectations to the national and global cultural heritage, 2. opinion on the national heritage associated with the culture of different ethnic groups and its valuation, 3. opinion on war losses of cultural resources, 4. participation in various actions to protect the patrimony of the past, 5. value of cultural heritage for the respondents. The interviewees were also asked about the examples of monuments of the past.

To maintain terminology discipline, the term cultural heritage in its classic content and functional meaning has been replaced in this paper by the term ‘historic resources’.

Presentation of the results of the survey

The analyzed survey materials showed the picture of attitudes, which is dominated by moderate and sometimes even reticent attitude towards historic resources. The question about the importance of historic resources for the respondents brought meaningful results. For most of the respondents (27 persons – 56.25%) cultural heritage resources were hardly of ‘average importance’. Respondents appreciated its value, but admitted that it was of their occasional interest. Only 12 respondents (25%) claimed that the historic resources interested them more than average, and only 3 people (6.25%) declared that monuments were their passion (Fig. 1).

One of the important parameters to assess the relationship with the past is identification of the general human expectations towards the content of the past, i.e. educational needs resulting from the relationship with history. Most respondents emphasized the expectations of a typical tourist-oriented standard information about the history (24 indications), sprinkled with curiosities and elements of sensation or scandal (34 indications). Systematic and continuous historical knowledge was of a much lower interest (6 responses). It is worth noting that only 5 indications represented indifference towards the educational mission of cultural tourism (Fig. 2).

Another measure of social attitudes towards historical and cultural resources was a declaration of the willingness to learn more about them, both nationally and globally. Cognitive motivations (‘rather yes’ and ‘yes’) relating to national historic resources were declared by 33 persons, i.e. almost 69% of respondents. Indifferent attitude was represented by 9 people (approx. 19%), while 6 respondents (12%) remained reluctant (‘probably not’ and ‘no’). Similar preferences concerned the exploration of the world’s resources. The desire to better understand the world’s cultural past was reported by 30 people (62.4%), while the reluctant attitude (‘probably not’ and ‘no’) was communicated only by 6 of them (12.5%). Lack of interest was expressed by 12 respondents (25%) (Tab. 1).
While examining attitudes towards monuments of the past, the issue of social activity related to their protection and social readiness to take action on their behalf was examined. Real activity in the protection of monuments should be assessed as unsatisfactory. Only 4 people (8.4%) ever took part in an action related to the process of monuments’ protection. The vast majority (91.6%) manifested passive attitude. On the contrary, far more respondents reported theoretical readiness (‘rather yes’ and ‘yes’) to take part in similar actions in the future – 17 people (35.4%). Still there is a large group of people declaring reluctance (‘probably not’ and ‘no’) (20 persons – 41.7%) and indifference to participate in activities for the protection of monuments – 11 people (22.9%). Despite the passivity of attitudes, the expectations of the study group regarding the protection of monuments were high and demanding, as reply to the question: ‘Would you like your town to retain more monuments of the past?’ was ‘yes’ in most cases. It was expressed by 42 people, i.e. 87.6% of respondents (Tab. 2).

The following question was also posed to the respondents: ‘Which of the cultures present on the Polish territory are the most important to you today: Polish, German, Czech, Russian, Tatar, Jewish, Ukrainian culture?’. The majority (85%) of the respondents were of Polish nationality, so it is not surprising that Polish cultural elements were marked most often (132 points on 144 possible). German (60 points) and the Ukrainian and Jewish (52 points) historic resources had a distant second place. This was followed by the Czech threads (45 points). The Russian (41 points) and Tartar (37 points) patrimony were the least noticed by the study group (Fig. 3).

A separate theme of the study was to investigate the respondents’ attitude towards historic resources, which were the heritage of ethnic groups other than the Polish one. One of the measures used here was the perception of the loss of the Polish ethno-cultural diversity, which was characteristic for the interwar period, as the outcome of the 20th century historical processes. Opinions in this regard were quite polarized. Although the loss of cultural diversity was perceived negatively by the majority of respondents – ‘rather bad’ and ‘bad’ (19 respondents – 39.5%), the same number of people referred indifferent to this fact. 10 respondents (20.9%) expressed their approval to the disappearance of smaller ethnic groups and their culture from the social structure of the country. Further to this, respondents were asked to assess the fact that some of the monuments bearing testimony of the cultural diversity of interwar period in Poland were saved from destruction. Opinions were more affirmative in this matter. Saving these cultural values has been assessed positively by approx. 71% of the respondents (34 people). Nevertheless, 27% of respondents, nearly 1/3, referred to this matter indifferently (Tab. 3).
Another considered issue was identification of the most significant functions of the monuments of the past. Their educational mission (32 indications) and cognitive-explanatory mission, i.e. research function (27 responses) turned out to be the most important functions reported by the respondents. The touristic and recreation role was emphasized (25 responses), as well as aesthetic, i.e. their share in creating of the beautiful landscape (18 responses) and sentimental function (16 responses) (Fig. 4).

The economic value was less recognized, both in terms of utility value of historic buildings and their impact on the economy of the region (12 responses). A few interesting statements can be recalled, among others: ‘the past gives us knowledge, by which we learn from the mistakes of history’ (survey no. 3), ‘the past shapes patriotic attitudes’ (survey no. 10), ‘the past lets understand mankind better’ (survey no. 37), ‘monuments improve the quality of life’ (survey no. 40), ‘knowledge of the past allows us to appreciate what we have’ (survey no. 46).

A short test on knowledge of specific examples of products of former culture was the last theme of the survey. The answers given showed that knowledge of historic resources is very brittle, fragmented and trite. Respondents reported the well-known objects associated with the national or religious tradition (Wawel Castle, St. Mary’s Basilica in Krakow) or famous tourist attractions (the Old Town in Torun, Malbork Castle, the cathedral in Cologne, Eiffel Tower). Few respondents pointed to the regional historical places (Archaeological Museum in Biskupin, Fojutowo aqueduct, ethnographical museum in Wdzydze Kiszewskie, Mill Island in Bydgoszcz).

Summary and conclusions

To summarize this brief insight into the incredibly wide issues relating to social attitudes, it is clear that the respondents’ attitude towards the resources of the past had generally a positive vector. Despite this, passive attitudes prevailed, and interest in content associated with the past was an occasional one. The respondents themselves assessed this aspect at the level of average.

With regard to the emotional dimension of attitudes, it should be noted that this aspect of the reactions played the chief role, as it seems. A strong identity aspect was a particularly exposed element of the surveyed attitudes. Integration of the study group around the national values and pushing the values of cultures perceived as foreign or different to the background plan was clearly marked in the survey. It is worth noting that the links between entity and heritage reveal not only in the knowledge, but mainly in the emotional dimension. It is the emotion that open the right way to know, where understanding is preceded by an emotional experience (Gadamer 2016).

With respect to the behavioral aspect of the attitudes, it is worth noting that while the respondents were willing to give enthusiastic statements concerning, e.g. the willingness to participate in actions of protection of monuments, it was difficult for them to give examples of their actual implementation. The intentions in this area turned out to be incomplete. Inconsistent attitudes resulting from the conflict between the socially recognized values and the experienced ones were noticed, too. It should also be stipulated that the behavioral aspect is often conditional, as respondents declare certain behavior assuming a particular situation, in which this behavior has to be realized (Marody 1976).

With regard to the cognitive dimension of attitudes, it should be emphasized that a brittle knowledge of resources of monuments of the past domina-
Alternative forms of city tourism on the example of ‘Szczecin Venice’

Abstract: Water and greenery occupy more than half of the area of Szczecin. Location along the Oder River determined the city in terms of spatial and economic becoming an integral part of the landscape. Today Szczecin is a city thriving with unique cultural values and nature attracts increasing numbers of tourists. In recent years, after the collapse of the shipyard industry started to look for new opportunities and ways of economic recovery of the region, especially the areas around the river Oder. Currently in Szczecin there is a development of new forms of tourism, in particular related to water and yachting. A reflection of the potential of the neighbourhood areas of water is to build a new city brand called Szczecin Floating Garden in 2050. The specific aim of tourist visits became the city, with its cultural potential. Visiting cities by tourists long confined almost exclusively to visiting the main tourist attractions. Currently, tourists are looking for new forms and opportunities to explore the cities going beyond the traditional framework of sightseeing. The city has to respond constantly to increasing needs and expectations of tourists. One of these possibilities are city canoe trips. The article presents an alternative opportunity to get to know Szczecin from the perspective of the river Oder.

Key words: cultural landscape, Oder river, tourism, branded product

Introduction

Alternative – giving the opportunity to choose between two options or other, opposing to what is traditional and officially recognized. Currently, a tourist is an individualist looking for new experiences and new, unusual and interesting places. It is a conscious person, deepening his/her knowledge, using with both traditional forms of obtaining knowledge (guides, maps, tourist information points), but also new technologies (social media, applications, specialized websites) to improve the knowledge. ‘Traditional’ tours of cities and regions are not enough anymore.

The aim of this study is to present the opportunity to discover Szczecin by both tourists and residents going beyond the traditional framework of
exploring the city. Showing the potential and development of canoeing on the Oder river located within the administrative borders of Szczecin, with particular emphasis on ‘Szczecin Venice.’ The third objective is to show the City kayaking ‘Szczecin Venice’ as an example of the connection a few forms of tourism.

Methodology of research

Empirical basis for the development were own observations, literature studies and the results of surveys carried out in a representative group of 60. Drawn up two surveys for people using the city offers canoe trips, one for tourists and one for residents of Szczecin. The study used a sheet questionnaire designed by the author of this work, which consisted of three parts: short information about the purpose of the research, 23 closed questions and demographic data.

The pilot studies were carried out in February 2015, and their main objective was to verify the prepared questionnaire. Appropriate tests were carried out from March to May 2016. The author of the presented text would emphasize that the tests are contributory and are the basis for broader research related to various forms of for tourism in Szczecin.

Forms and types of tourism

Urban centers are among the main objectives of tourist movements and the big cities are the most important places in global terms, visited by tourists (Law 1993). The broadly defined ‘tourism in urban areas’ are both all its forms that occur in urban areas, associated with values and tourist management as well as tourism, the aim of which is to visit and explore the city treated as a cultural heritage and regarded as an indivisible part of the space tourist (Kowalczyk 2005, p. 155–195).

Increased popularity of active leisure undertaken not only by organized groups, but also more often by individual tourists with very diverse needs and experiences. As a result, there are numerous, original, new, and sometimes extreme forms of tourism. In the urban area of Szczecin, there is the opportunity to practice various forms of tourism, for example:

Alternative tourism – also called tourism smart, sustainable, participatory, can be defined as an attempt to find and disseminate other reasonable possibilities, different in relation to exceeding previously trite forms of mass tourism with multiple dysfunctions. It is tourism based on the motifs of sightseeing, carrying out tourist activities, often informal groups, the individual in the context of the tourism product can be also understood as a single service of a similar nature for guiding or event characterized by cohesion and specific subjects arranged in a fixed time and place, and expanded version even as a party, or at least two services offered by the organizers. The point of this product are the needs of the buyer, determining its selection, led by the need to rest and spend time in an active way in the urban space (The torch 2015, p. 26–27).

Tourism qualified otherwise active – (experience, knowledge, achievements) It refers to the qualifications held by tourist (formal or informal) and qualification (confirmation) of consecutive artistic successes or feat tourism (Kowalczyk 2010, p. 323). There are many forms of active tourism, which can be practiced in Szczecin for example walking, cycling, sailing, canoeing, diving.

Cultural tourism – is defined as ‘These all groups or individual tours of a tourist nature, in which the meeting participants travel with objects, events and other qualities of high culture or popular or increase their knowledge of organized human world around is an essential part of the travel or a conclusive argument for an individual decision its adoption or taking part in it ’ (Mikos von Rohrscheidt 2008a, p. 31). To the cultural tourism includes for example tourism: high culture, urban, cultural and natural, industrial, culinary, museum (Mikos von Rohrscheidt 2008b, p. 52).

New forms also include, among others, questing- discovering the natural and cultural heritage area through the journey of adventure using the map and tips in the form of rhyming riddles, puzzles, etc. The aim is to reach the treasure-box with a stamp evidencing solution Quest (Stasiak 2013, p. 33)

Geocatching – outdoor game involving a treasure hunt using a GPS receiver. The location of the box is given by the geographical coordinates within the Internet services.

The possibilities tourism and recreation on the Oder river

Tourist and recreational function of the river is a possibility: to swim the river in leisure, recreation, and qualified tourism; rest and stay on the river while walking, playgrounds, picnics, sunbathing, camping, etc. According Gaworecki (2003, p. 19–20), Which refers to the opinion of the World Tourism Organization at the ONZ, as well as the British Tourist Association, the concept of ‘tourism’ is not synonymous with the term ‘recreation’. Recreation goes well beyond tourism and also applies to ‘leisure time at home or around it.’ This also applies to leisure activities on the river or on the river by citizens which at the moment we cannot qualify for a group of tourists.

Location along the Oder created the city in terms of space and economy becoming an integral part of the landscape. Besides the transport function of the river it served as tourism and recreation. During the reign of the Prus-
A new vision of the Floating Garden

In 2007, the authorities of Szczecin presented the idea of a ‘new city brand’ – Floating Garden. The new city brand is deposited on the assumption that the development of Szczecin has to rely on the strengths it has – to turn to the water. Tourism and recreation infrastructure was closed or devastated. Somehow it turned away from the Oder river. The then general lack of awareness about the value of the cultural landscape, the spatial arrangement of suitable specific features of the urban landscape led to the complete destruction of the traditional image of the Pomeranian towns (Bal et al. 2004).

Nevertheless, water tourism on the Oder River was begun to be used again. After the war functioned cruises (white fleet). Over the years, however, passenger traffic began to slowly die. The period of economic transformation of 1990s last year did not favor the development of the function of tourism and recreation river. Tourism and recreation infrastructure was closed or devastated. Somehow it turned away from the Oder river. The then general lack of awareness about the value of the cultural landscape, the spatial arrangement of suitable specific features of the urban landscape led to the complete destruction of the traditional image of the Pomeranian towns (Bal et al. 2004).

Szczecin Venice as an alternative form of city tourism in Szczecin

City canoe trip combines many forms of tourism. The most important water tourism, which includes disciplines such as sailing, scuba diving and kayaking. Kayaking can be practiced wherever there is water in any climate. Kayaking can be done on mountain streams, rivers, lakes, seas. Tourism kayaking, apart from the nature area, it has also strongly emphasized cognitive and educational value (Piotrowski 2015, p. 89). Szczecin has unique qualities that allow to practice of active tourism – canoeing, industrial tourism (former building brownfields ‘Szczecin Venice’), sightseeing tourism.

The development of canoeing tourism is accompanied by increasing promotion of canoeing, in particular by the private companies. On the local market, there are already many companies involved in the organization of canoeing. These companies offer modern equipment and guide service. The three most attractive sites (Castle of the Pomeranian Dukes, Wały Chrobrego, building street Columbus side of the Oder), from the historical and landscape point of view, have been combined into one canoe trail called Szczecin Venice. Tourist product conducted by the Center for Education and Tourism WIKING in Szczecin consists of three variants of different lengths – trip routes that are loops. They start and end at the same place on the Jaskółcza Island.

During the tour, you can see the panorama of the city from the water. Another advantage, uncertainty and adventure is the fact that the tour influ-
ences sea water – territorial water (200 m section from the Castle Route to the island Grodzka) that goes up to the city center. Each tour must be submitted to the Management Board of the Szczecin Harbour Master, it takes place each time with the consent of the Captain. There is a possibility that such an agreement just before a trip is not given. It is completely independent from the Organizer.

The area between the Oder River and Columba St. is not without reason called ‘Szczecin Venice’, is an important place, which directs a new city to the river. Beautifully situated on the banks of the Oder 19th and 20th century factory buildings are a memento of the old industrial character of the district of Szczecin. Today, the ‘Szczecin Venice’ includes buildings of old factories in the Rucforth company, specializing in the production of liqueurs, a complex of buildings of C. Lefever, the plant produced alcohol and yeast, tram depot and the old and the new cable bridge leading to the Jaskółcza Island (Fig. 2).

Next, sailing north, on the left side of the pass there is the building of the main railway station in Szczecin, where part of tourists begin their journey through the city. Another element of the landscape is Tobrucki Square. In the lower part of the square, at the Oder River is a post office building, built between 1872–1874 in eclectic style, with brick facade with richly ornamented ceramic details. The square towers located at Rybacka St. former administrative building of the municipality, now the Rector’s Office of the Pomeranian Medical University. The main dominant feature of this place is a monumental mass the Red City Hall (New). The building was built in 1875–1879 in neo-Gothic style of red brick. Another monument is located on the south side of the Cardinal S. Wyszyński Street – the church. St. John the Apostle. The main distinguishing feature of the landscape of the city is the Cathedral Basilica church. St. James the Apostle (Słomiński 2010, p. 72–77). The building of the cathedral blends in with the old town (Fig. 3).

Bailey, formerly called the lower town, is located below the Castle Hill between today’s Kardynał Wyszyński Street and the Route of the Castle side of the Oder, visible line is restored townhouses composing the former residence of the Griffin dynasty – Castle of the Pomeranian Dukes. Below the castle is visible Gothic Tower of Seven Coats built in the second half of the 16th century; it was once the town’s defense system. Across the south side of the old town, at the mouth of Kardynał Wyszyński Street is located Long Bridge (Fig. 4), mentioned for the first time in 1283.

In its present form it was completed in 1959. Continuing towards the north the route goes to the Castle Route. From this point overlooking the most representative and recognizable part of the cities – Waly Chrobrego. The promenade at the height of the Oder embankment opens a wonderful view of the port of Szczecin. It focuses on monumental buildings forming a ‘facade’ of the city from the river. The full sweep of assumption was established on the site 18th century Fort Leopold. The spatial arrangement of the whole, along with the architecture of the terraces and pavilions was realized in the years 1901–1906 thanks to the
efforts of Mayor Herman Haken. The southern part of the team consists of two interconnected buildings, currently the Naval Academy. The middle building belongs to the National Museum, on the north side of the museum is the building of the Provincial Office. Below the Wały Chrobrego stop ships and yachts. In this place the celebration of the Days of the Sea and many other events important for the city dwellers and surrounding areas are held. In 2007 Wały Chrobrego became the place of finals of The Tall Ship Races of international importance. Another final of this prestigious event will be held in Szczecin in 2017.

Inherent to the river landscape of the city are port areas (Fig. 5). Port area is open to the public, it can partly be seen from the deck of the white fleet or during the City Canoe Tours ‘Szczecin Venice’. At the northern tip of the Lasztownia island visible is concrete grain elevator ‘Eve’. It was built after 1935 as the largest in Europe. Opposite the Wały Chrobrego is Grodzka Island, which is organized to stop and rest. From the island overlook the 19th century buildings of the former slaughterhouse.

Fig. 5. A crane – view from the water
Source: Olejniczak 2016.

The results of research

The wide variation in values of tourism – sightseeing, convenient location and good tourist management promotes the development of tourism functions in the area. It also affects the choice of location and destination of tourists. The tourist and leisure offer of Szczecin is varied. The survey questions were asked both about the motives to use some forms of spending free time in the city and prepared an assessment of the tourism product Szczecin Venice.

The main purpose of arrival to Szczecin of surveyed tourists was a tourist trip, visiting family and friends, or an educational trip. Residents were asked about the preferred ways of spending free time in the city, the answers were dominated by active rest (e.g. walking, cycling, swimming) and the use of cultural events and entertainment. Both surveyed groups were asked which of the alternative forms of learning / exploring the city seems to be the most attractive, and if they have ever benefited from them, if so, how. Of those, in the survey of alternative forms of visiting Szczecin, for up to 92% of tourists visiting from the water seems to be the most attractive (canoe / boat). 85% use for alternative forms of visiting Szczecin mainly canoeing (36%) and cycling (15%). The main motives among tourists to take advantage of this form of sightseeing is the chance to explore the combination of physical activity (30%), want to explore inaccessible upon visiting a standard (20%), want to try something new (22%). The same situation is as among the citizens, as much as 93% of people were using alternative forms of spending free time in Szczecin. The most frequently mentioned are: Kayaks (37.5%), bicycle (12.5%), city game (12.5%). Among respondents 86% of the population and 100% of the tourists are grown tourism canoeing (Tab. 1).

Tab. 1. The frequency of practicing canoeing (%)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Residents of Szczecin</th>
<th>Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes, several times a year</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>yes, once a year</td>
<td>14</td>
<td>31</td>
</tr>
<tr>
<td>yes, occasionally (less than once a year)</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>no</td>
<td>14</td>
<td>0</td>
</tr>
</tbody>
</table>

Residents of Szczecin and tourists suggest three reasons to take part in canoeing, the most important are: 1. the need to ‘escape from civilization,’ the release from tension, 2. the need to spend time with family / friends, 3. looking for adventure, fun. 62% of tourists and 50% of the population use the finished complex canoeing offers. Frequently they take part in it with friends or husband / wife and are known as tourist canoe amateurs. Tourists who had plans to visit Szczecin wanted to take part in canoeing (46%). 77% of tourists and 79% of the population took part ones or more times in canoeing in Szczecin. Most intend to take part again. Everyone recommends it to their friends and family. The next question concerned whether respondents had heard of the city kayaking trip and whether they took part in it, 92% of tourists have heard about the trip, half took part in it. In the case of residents of 78% heard about and 64% took part in it. The offer was assessed as very attractive or attractive. Participating in a study to determine heard Szczecin Venice, which is associated with old industry buildings on the Oder river.

The study is missing all the elements of the tourist infrastructure to enable the practice of tourism canoe from boathouses, routes, to places whe-
re you can eat. According to the surveyed companies organize kayaking in Szczecin well promote their offer and it is attractive. All respondents believe that kayaking increases the tourist attractiveness of the city.

Women and men equally often choose alternative forms of city tourism. Most often these are people between 18 and 35 years old with higher education from large cities. Among the visitors dominated people from the provinces of Lesser Poland, the Silesia, Greater Poland and West Pomerania.

Summary

In summary, a large city creates more opportunities for the development of various forms of contemporary tourism. The Oder begins its cultural landscape remind the former greatest time, when people were using its charms landscape, natural, cultural and recreational activities. Further development in accordance with the requirements of environmental protection will be a tourist attraction, not only for the residents of the Oder valley, but also for tourists from other countries.

Szczecin Venice gives tourists and residents the opportunity to explore Szczecin from a different perspective, from the water. A few hours canoeing along the main axis of the city, which is the Oder, allows the realization of trips combining many forms of tourism, active tourism (kayak, water) and cultural (industrial, educational tourism), enriched with additional attractions as allowing perception of the city as sensory, all the senses. While kayaking the strength of own muscle is engaged to move the kayak, sight in order to perceive the river landscape of the city, as well as smell – often in the morning and afternoon in a substantial part of the tour you can smell chocolate Industry Company Przedsiębiorstwo Przemysłu Cukierniczego ‘Gryf’ S.A. Szczecin Venice is a part of the construction of the new city brand ‘Floating Garden’.

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Abstract: Cultural heritage – historic buildings, places – is a unique asset to the local, regional and national cultural identity. These monuments provide a rich and varied history. However, they are not always available to everyone. In times of equality, social inclusion and sustainable development one of the most important requirements is that everyone has access and could equally participate and benefit from social, economic and cultural resources. Therefore, providing access for disabled persons to and within any historic building or place is very important. These changes are designed to improve access and may also help to maintain the profitability of these places. The purpose of this article is to present information on the needs and barriers of disabled people in taking cultural tourism and to present best practices from the city of Cracow for the provision of selected historical and cultural monuments to their needs.

Key words: historical and cultural heritage, accessibility, people with disability, accessible tourism, universal design

Introduction

Historical sites, monuments and cultural sites constitute an integral part of the national identity and contribute to creating a strong sense of place, both in the local, regional and national context. The monuments are tokens of the rich and varied history of a particular region, nation and at the same time they are irreplaceable resources and values.

Monuments are protected for their own benefit as well as for people. In the age of the inclusive and sustainable providing access to these historical values for everybody, including the disabled people is of key importance. Everybody should be able to participate and take advantage of social, economic and cultural resources of the society. When the access to heritage is limited, these spaces or monuments lose their usefulness. Survival of the majority of the historic buildings and places depends on their further use. Improvement of the accessibility status of specific heritage contributes to maintaining profita-
Accessibility in the legal sense

of historic buildings and places should do their best to achieve this state. The owners and managers of historic buildings and places should do their best to achieve this state.

Despite the lofty goals some social groups still encounter numerous barriers that make visiting and taking advantage of cultural heritage difficult and sometimes even completely impossible. This mainly refers to the disabled people who possess various types of dysfunctions and consequently various limitations and requirements concerning accessibility. There is often a lack of facilities thanks to which the disabled people could have access to historic and cultural values with dignity and move within their scope without limitations.

‘Accessibility means that people with disabilities have access – on an equal footing with other people – to the physical environment, transportation, and information and communication technologies, as well as to other facilities and services. Accessibility is a pre-condition for participation in society and in the economy. That is why accessibility is at the heart of the European Disability Strategy for 2010–2020’ (European Commission 2012, p. 3). Accessibility should not be treated as a burden: there is a strong social and economic case for it. Accessible goods, services and cities should be the norm, rather than it is now – the exception (European Commission 2012).

‘In a rapidly changing world, Europe’s historical cities are being increasingly recognized and valued for their contribution to the quality of life of their citizens and those who come to experience them as visitors, from near and far’ (Ambrose et al. 2013, p. 3). The example of the historical city that endeavours to make the cultural heritage accessible to the disabled people and, at the same time, to promote awareness of their needs is Krakow.

The main purpose of this article is an attempt to present the efforts of the city of Krakow to overcome the barriers in the access cultural heritage by disabled people. The article provides the information about selected best practices and innovations within the scope of adjusting, as well as making museums and their exhibits accessible. The secondary aim is to provide the information concerning accessibility and principles of universal designing for everybody.

Accessibility in the legal sense

Both local and international legal instruments contain provisions and acts giving each person access to common environment and cultural resources. The example can be the Constitution of the Republic of Poland that includes the fragment informing ‘that no one shall be discriminated against in political, social or economic life for any reason whatsoever’ (Constitution of the Republic of Poland… 1997). Under this document all citizens are equal.

Another legal text that supports the disabled people is a resolution of the Sejm of the Republic of Poland – the Charter of Rights for Persons with Disabilities (Karta Praw Osób Niepełnosprawnych). It was adopted in 1997 and the Sejm specifies the privileges of the disabled people in it, including the following rights referring to tourism:

- ‘access to comprehensive rehabilitation aiming at social adaptation, living in the environment free from functional barriers, including: access to offices, polling stations, public utility buildings, freedom of movement and widespread use of means of transport, access to information, possibility of interpersonal communication, full participation in the political, social, cultural, artistic, sport life as well as recreation and tourism according to their interests and needs’ (The Charter of Rights… 1997).

Adjusting the products and environment to the needs of the disabled people – universal design

It is not easy to define the answer to questions: what makes a site, service, product or environment accessible to the disabled people and others. The difficulty results from the differences in the notion of accessibility and lack of one agreed definition (ENAT 2008). These differences depend on interested entities (consumers, designers, politicians), various regions and countries, traditions, cultures, vocational practice or legislation, etc. Different interpretations and conclusions have brought numerous applications of the date of accessibility worldwide. In order to harmonize the policies and practices within the scope of accessibility there is a tendency to focus on developing awareness of the needs of the disabled people and universal design of the environment or products without barriers that will serve the whole society, including the disabled people.

Universal design is a frequently encountered slogan that stands for the approach for designing the products, environments, information technologies, means of communication or services in such a way so that they are – to the maximum extent possible – understandable, useful and accessible to all people, without the necessity of adjusting or applying special solutions (Ginnerup 2009). According to Błaszak and Przybylski (2010) universal design is oriented at including the largest number of features in the process of designing that will make a particular subject or object user-friendly. As a result, it is a kind of the aggregator that focuses on good and usable features of specific solutions in the field of designing. This concept is supposed to serve all people, both old and young, people without and with disabilities, etc. The main idea that supports universal design is a conviction that if the particular product, service, or environment are able to meet even excessive requirements and needs of various users, with different needs regarding accessibility they
Cultural tourism as a branded tourism product...(products in Poland) (Błaszak, Przybylski 2010).

will be accessible and useful then for the rest of the society without difficulty (Błaszak, Przybylski 2010).

The concept of ‘universal design’ is sometimes alternatively called ‘design for all’, ‘design without barriers’ (Donelly 2003). While hearing the notion of ‘design for all’ most people identify this only with providing access to architectural site to the needs of the disabled people. However, in reality it is not only a style of designing but orientation and idea that focuses on obtaining better solutions, implementing responsibility and practicality as early as at each stage of designing so that the final product can be accessible to all people regardless of their age, physical fitness, skills and other limitations. Universal design may refer to each product, service and programme, e.g. the process of recruitment to work, registration for university classes, job placement, services provided by career office, curricula and giving private lessons (Abascal et al. 2004), public and tourist space (Wysocki 2009, 2010; Ambrose et al. 2013; Zajadacz 2014), etc. Design without barriers also concerns tourism where museums are adjusted by introducing the multimedia solutions (Gabryjończyk 2010), tourist information transmission systems (Popiel 2013), recreational areas (Voulgaropoulos, Strati, Fyka 2012), means of transport (Krata 2012), etc.

For the best implementation of the principles of designing without barriers it is recommended to apply all items of the following process:

- identify the application – determining the product or environment for which principles of universal design will be applied,
- define the universe – describing general population (e.g. service users) and variety of characteristics of the possible members of the population for which a particular product, environment is designed (age, nationality, race, the ability to see, move, communicate, etc.),
- involve consumers – engaging people with various features (described in the above-mentioned item) in all phases of the development, implementation and assessment,
- adopt guidelines or standards – creating or selecting already existing guidelines regarding universal design. Their combination with other good practices within the scope of specific solution,
- apply guidelines or standard – the application of universal design together with good practices in the category of a particular solution to maximize benefits for the above-mentioned population,
- train and support – adjusting and providing training and support for interested parties (e.g. instructors, guides, employees of the academic units, volunteers, etc.)
- evaluate – periodical assessment of the particular solution conducted using the above-mentioned population. Modification of the implement-

There are seven principles of universal design that support this idea and allow to determine whether the process of adjusting the products or environment has been properly performed:

- equitable use,
- flexibility in use,
- simple, intuitive use,
- perceptible information,
- tolerance for error,
- low physical effort,
- size and space for approach and use (Story 1998).

Analysis of accessibility of Krakow monuments – the historical state

Accessibility of the city to the disabled people is most frequently determined by analysis of adaptation of the specific sites to the needs of these people. In the case of the studies regarding accessibility to the disabled people the adaptation of accommodation and food facilities, museums and historical objects is of key importance.

The studies regarding accessibility of Krakow whose results were later used to publish the manuals or guides for the disabled tourists have been conducted twice. The first one was carried out at the beginning of the nineties, whereas the second one at the end of the nineties. Both publications (Kruczek, Stanisławczyk 1991; Kiersańska 1999) include, among others, the information regarding accessibility of transport, sacral monuments, museums, galleries, cultural facilities (theatres, cinemas), accommodation and food facilities, as well as shops (Kruczek 1995).

The studies conducted in the nineties concerning accessibility of Krakow to the disabled people confirmed that sightseeing places in the city, as well as tourist facilities are adjusted to the needs of the disabled people to a small extent. The similar viewpoint was expressed then by S. Dziedzic (1995), J. Konarska (1995), E. Kuryłowicz (1995).

In the middle of the nineties J.Z. Kilar and P. Lizis (1995) stated that approximately 5% of the buildings in Krakow was practically inaccessible to the disabled people with the motor organ dysfunction. These included: court buildings, district offices, tourist and passport offices as well as almost all buildings of cultural institutions. In their opinion, the person on the wheelchair was not able to move around Krakow. This was also confirmed by a small number of the disabled people participating in the tourist movement, using public utility institutions and health, science and culture facilities.
S. Dziedzic (1995) – while writing about the goods of the material and spiritual culture of Krakow – points out that they can only theoretically serve all interested parties. The disabled tourists encounter numerous architectural barriers within the areas of the monuments. They include, among others, stairs without ramps, narrow doors, hard opening doors, a lack of railing, too slippery floor, a lack of the proper lifts. Unassisted movement of the people with the motor organ dysfunction often becomes impossible in such conditions or requires assistance of the guardian. Accessibility of the museum interior is sometimes limited only to the ground floor and even to specific rooms. Only in some Krakow churches metal handrails by stairs are installed. Narrow winding slippery, often marble, stairs present in the renowned museums may constitute also a significant danger for the people moving using prostheses, walking sticks or crutches.

Analysis of accessibility of Krakow monuments – the present state

In 2011 Krakow was awarded with a prestigious European prize ‘Access City Award’ for creating the urban space accessible to the disabled people. Krakow was appreciated for undertaking efforts aiming at increasing accessibility of the public space in a very difficult surrounding and for particular attention paid to make monuments accessible. In the application submitted by Krakow there were, among others, adjusting the city transport system to serve the disabled people, elimination of the architectural barriers in the public utility buildings, increasing access of the tourist offer as well as access to information and services (European Commission 2011).

One of the milestones was implementation of the EU project ‘The Royal Route for the Disabled Tourist’ by the city of Krakow that was rewarded in the competition of the Foundation Institute for Regional Development ‘Self-government of equal opportunities 2011’ and the fourth edition of the contest ‘Poland Grown Beautiful. 7 Wonders of the European Funds’. The main objective of the project was to make cultural heritage of Krakow accessible to the disabled tourists by creating an attractive tourist route with access to the disabled people. Within the framework of this project in twelve places in the centre of Krakow there appeared tactile models presenting the most important monument of Krakow made of bronze. Nine of them are models on the pedestals whereas three of them are suspension installations.

The standing mock-ups consist of the model of the attraction, a description in Braille, a description in flat print, the pedestal and its foot. Due to the way the pedestal is made, it is possible to approach it in a wheelchair and read the text and examine the model (Fig. 1) The hanging models also include two types of description, they are placed on a suitable height and have the forms of low-reliefs. The models present the following attractions:

- Barbican,
- area of the old town with the Royal route,
- portrait of Jan Matejko on the facade of the House of the artist,
- St. Mary’s Basilica,
- Cloth Hall,
- Town Hall Tower,
- The Franciscans monastery,
- Wyspiański stained glass – ‘God the father, stand up!’,
- Churches. St. Peter and St. Paul and St. George. Andrew,
- Romanesque window,
- the Palace of the Bishop Ciolek,
- Wawel Hill.

The Main Building of National Museum in Krakow (MNK) – special external and internal elevators, stair-lift platforms and portable rails have been installed for people with the motor organ dysfunction. The monument is equipped with a defibrillator. The cloakroom and mezzanines at ‘The Living Gallery’ and an audio-visual room ‘At Samurais’ are not accessible to people using the wheelchairs. Blind people may touch the sculptures exhibited at the Gallery of the 20th Century Polish Art.
To facilitate the access to the educational offer of MNK to the disabled people some lectures are translated into the sign language. The museum guides are specially trained to adjust the guiding to the needs of the disabled people. As a result, the Museum has replicas of the handicraft works at its disposal. For the blind and sighted people there are integration actions whose purpose is to compare the perception of art reception by these both groups. The projects of the virtual exhibitions and digitalisation of the collection are of key importance to facilitate access to culture to the disabled people.

The adaptation of the branches of the National Museum for the disabled people has been rewarded several times in the contest ‘Krakow without barriers’ organized by the City Office of Krakow and Friends of Integration Association (Muzeum Narodowe w Krakowie 2016).

**Palace of the Bishop Erazm Ciołek** – the museum possesses a convenient elevator, the entrance does not have a threshold, there is a toilet for the disabled situated next to the elevator. There are an additional stair climber, platforms and portable rails necessary to climb several stairs to the side rooms in the building.

For blind people there are copies of the masterpieces of the Gothic Art: The Beautiful Virgin Mary from Krużlówka and the Madonna with the Child from Grybów with the comment written in Braille.

The exhibition ‘Krakow at Your Fingertips’ and educational rooms are accessible for the people moving on wheelchairs using the stair climber. The exhibition ‘Krakow at Your Fingertips’ was adjusted to the needs of the blind people by publishing the guide written in Braille and arrangement of the special sightseeing path that made some exhibits for haptic perception accessible for the blind people.

The system of the induction loops turns on an audio-guide when the blind person is in front of the exhibit (Muzeum Narodowe w Krakowie 2016).

**The Gallery of the 19th Century Polish Art in the Sukiennice** - a significant achievement of the project ‘The New Sukiennice’ is introducing the modern elevator in the historical space of the building allowing for free access to the gallery and terraces of the Sukiennice also to people moving on the wheelchairs. The elevator is equipped with the Braille buttons (Fig. 2). The desks of reception, museum and the station of the guard enable free access of the person on the wheelchair. There is lack of thresholds and limitations.

Passages between the rooms are deprived of thresholds and the entrance to the terrace has a gentle ramp. On the glass doors there are ornamental stickers for safety purposes.

The Gallery of the 19th Century Polish Art in the Sukiennice won the completion ‘Krakow without Barriers 2010’ for the best adapted place for the disabled people in the category ‘historical objects and spaces’ (Fig. 3). The jury appreciated the fact that renovation and modernization of the gallery were one of the biggest conservation investment in Europe allowing for introducing very high standards of usage while maintaining the conservation discipline (Muzeum Narodowe w Krakowie 2016).
EUROPEUM European Culture Centre – the branch is equipped with the modern elevator allowing for free access to the people moving on the wheelchairs. On the pavement at the entrance there is a convenient ramp eliminating the threshold. In the building there are wide doors, passages and security devices on the glass doors. The educational rooms have been equipped with the induction loop supporting the sound reception by the deaf people using hearing aids. The additional elements of the equipment: a printer for letterpress printing, a world’s atlas with convex maps and a description in Braille, magnifying foil at the disposal of blind people (Muzeum Narodowe w Krakowie 2016) (Fig. 4).

Fig. 4. Entrance to the EUROPEUM Centre with tactile paving
Source: Marcin Popiel.

Conclusion

The development of accessible tourism and universal design approach brings a lot of positive changes. The issue of availability of various elements of the environment and also services for people with disabilities is very important. People with disabilities have the same rights and willingness to undertake the act of travelling just like the rest of the society. By reducing barriers and implementing some changes, some improvements people with limited functionality have a chance for a decent and independent and equal participation in the act of traveling and in society. ‘For a society based on equal rights, a barrier-free environment is a key to providing its citizens with autonomy, freedom of choice and the means to pursue an active social and economic life[…] Accessibility is therefore essential for disabled to exercise their fundamental rights and to fully participate in society’ (European Commission 2011, p. 4).

Adjusting urban space for disabled people – so they can be able to fully participate in tourism and society – requires sustainable development of tourism and cultural heritage. Innovative projects and technologies can be a solution, which will help in this process of customization, while respecting the monuments, especially important in the case of historical cities like Krakow. The access to tourism, different kinds of services and related products should be a standard and not an exception. Krakow can be used as a role model of an agglomeration which strives to break the barriers in the heritage tourism. Thanks to all efforts and changes made by Krakow, tourists with disability from all around the world can get to know both the city, its heritage and tourist resources.

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Absorption of 2007–2015 EU funding for utilization of cultural assets in Mazovia Region

Abstract: The aim of the paper is to identify the share of Mazovian Voivodeship in the absorption of EU funding available for the purposes that are thematically related to cultural assets in 2007–2013. Particular attention was given to rural areas of Mazovia Region. Rural communes and small towns situated beyond the sphere of influence of the agglomeration were classified as rural areas. The paper is based on the data disseminated by the Ministry of Infrastructure and Development of the Republic of Poland. Financial resources available from the EU funds provided support for rural areas in the field of promotion of the region, creation of new tourism products and reconstruction of neglected cultural objects. The projects implemented in these regions combined natural, cultural, tourism and educational contents.

Key words: Mazovia Region, cultural assets, EU funding

Introduction

Mazovia is a tourist region which is very heterogeneous and, at the same time, its character clearly differs from that of the surrounding areas. The distinct character of Mazovia is determined by the factors of natural and socio-economic environment which are characteristic of the region. In the central part of the region there lies the Artesian Basin of the Warsaw Valley, which is surrounded by the Rawa, Płock, Ciechanów, Kolno, Bielsk and Siedlce Uplands as well as by the Radom Plain. From these uplands numerous rivers flow down concentrically and their waters are carried off from the region solely by the Vistula River. The Mazovians were a West Slavic tribe who lived in the middle Vistula, Narew, Skrwa, Wkra and Liwiec Rivers and in the lower section of the Bug and Plica Rivers, and were dynamically developing communities in the Middle Ages; the location of this region along the trade routes running to Ruthenia and to Lesser Poland was conducive to its development (Powęska 2008). However, from the 14th to the 19th century Mazovia, in economic terms, was among the poorest regions, which was the result of poor soils and the lack
of mineral resources. Today, the driving force and the main factor behind its social and economic development is a dynamically developing Warsaw agglomeration. However, the range of influence of the capital city is differentiated spatially, that is why today Mazovia is characterized by large disparities in the level of socio-economic development. The present-day economic problems and a low level of region’s development in the previous periods is reflected in a fairly poor material legacy of cultural heritage of rural areas.

Nevertheless, a distinct nature of the Mazovian cultural landscape, being the effect of centuries-long social and economic processes, allows for the development of cultural tourism in Mazovia which is a characteristic feature of this region only. The development of tourism as a socio-economic function is of great importance for rural areas in Mazovia. From this perspective, it is important to reconstruct and revitalize the neglected objects and cultural values. That is why financial support from the European Union Funds plays an important role in this field. Funding and co-funding of the projects by EU grants in the years 2007–2015 was carried out through Operational Programmes (OP) allocated under the Programmes of European Territorial Cooperation (ETC). Those were: OP Infrastructure and Environment, OP Human Capital, OP Innovative Economy, and OP Technical Assistance. There were also sixteen regional programmes realized in the particular voivodeships. In the case of the Mazovian Voivodeship, the Regional Programme for the Mazovian Voivodeship was of particular importance.

From the perspective of the analyzed subject matter, there are three important concepts: cultural heritage, cultural values and cultural goods. Cultural heritage is understood as ‘…something transmitted from generation to generation, our legacy, something that we live with at present and something that we will pass on to our children and grandchildren. These are our identification codes, points of reference, our identity […]’ The concept of heritage encompasses the monuments, sites, natural and cultural areas, but also non-material forms of culture such as philosophy, tradition, art in all its aspects, various lifestyles and education through folklore’ (Kruczek, Kurek, Nowacki 2003). According to the Convention Concerning the Protection of World Cultural and Natural Heritage adopted by the UNESCO General Conference held in Paris in 1972, three categories of monuments were considered to be cultural heritage (Midura 2002). The main group comprises monuments, including the works of architecture, sculpture and painting, the elements and edifices of archaeological nature, inscriptions, caves and groups of these elements, being extremely valuable from the point of view of history, art or science. The second group comprises complexes of buildings – separate or joint structures, which, due to their architecture, uniformity or their links with the landscape, are of an exceptional and universal value from the point of view of history, art or science. The third category of cultural heritage encompasses historic sites: works of man or joint works of man and nature, as well as archaeological zones and sites being of exceptional universal value from the historical, aesthetic, ethnological or anthropological point of view.

The meaning of the term ‘cultural good’, however, was accepted according to the law of 15 February 1962: ‘A cultural good […] is every object, movable or immovable, old or contemporary, being of importance for cultural heritage and development due to its historic, scientific or artistic value’1. The definition of the concept of a ‘cultural good’ in the law of 2003 was considered to be less useful, since the law of 1962 says that the cultural goods encompass not only monuments and archival resources listed in the register, but also other sites or values the monumental character of which is evident. From the point of view of cultural tourism there are many objects and values which, without being listed in the register of historic monuments, ‘evidently’ constitute an object of interest for tourists (Midura 2008).

Among cultural values are those material objects which are closely related to man’s life, work and activity, as well as those created by man during the process of historical development, which are of interest to tourists (Lijewski, Mikulowski, Wyrzykowski 2008). The most important cultural values include: monuments of architecture and construction industry, museums of art and art collections, archaeological museums and reserves, ethnographic museums, heritage parks and folk art centres, biographical centres, specialist museums and unique objects, historical and military objects, sites and museums of martyrdom, monuments of business activity and technique, present-day cultural events, pilgrimage sites, and other objects occurring in the cultural landscape of a settlement unit.

Methodological assumptions

Cultural values are analyzed in the context of tourist values which are determined, in the first place, by aesthetic and artistic values, history and peculiarities of a monument, as well as its popularity and promotion, landscape setting, accessibility, including an opportunity to use approach roads to the monument and the form of making the site accessible to tourists, as well as the provision of gastronomic and hotel facilities. That is why the analysis of the level and scope of the use of the EU Aid Funds takes into consideration a wide context of the range of thematic projects, including the study not only of investments strictly related to the creation of cultural tourist values but also financing the undertakings connected with the promotion and other social and economic functions.

1 Act of February 15, 1962 concerning the protection of cultural assets (Ustawa o ochronie dóbr kultury); Dz.U. 1962 nr 10 poz. 48.
The purpose of the paper is to analyze the level of the financing of cultural goods in the area of the Mazovian Voivodeship, to show the Voivodeship against a background of other voivodeships and of the whole country and to point to the main ways of spending EU Aid Funds for the purposes related to cultural goods.

The analysis of the level of use of the EU funds for cultural values in the Mazovian Voivodeship was made using the SIMIK database of the Ministry of Infrastructure and Development of the Republic of Poland. On the 31 December 2015, 106,210 agreements (www.gov.pl) were registered regarding the co-financing of projects from the EU Structural Funds designed for Poland under all Operational Programmes for the years 2007–2015. From among all data in the SIMIK database, we have taken into consideration the data which allowed for substantive identification of the usefulness of the project for the analysis, including the title of the agreement and the beneficiary’s territorial affiliation, and the analysis was based on the following parameters: the total value of the project, qualified costs and the value of the EU co-funding. The data used in this study enabled us to conduct an analysis regarding the share of the particular types of areas, with special reference to rural areas, in the overall value of projects concerning cultural values co-funded by the EU on a scale of the Mazovian Voivodeship.

An important issue from the perspective of the analysis conducted below was the assigning of the particular projects to the categories of areas. On the basis of literature (Rakowska 2012, 2013) the following areas were distinguished: rural areas, which included rural communes and small towns located beyond the sphere of influence of large towns, land counties situated beyond the sphere of influence of large towns, urban counties – towns with county rights, units of territorial self-government located in the suburban zone of Warsaw, including all types of areas (rural communes, land counties and small towns) which are functionally connected to the capital of Mazovia, as well as Warsaw as the capital of the voivodeship. In addition, a spatial category of ‘Poland’ was distinguished since the entities and enterprises located in Mazovia realized projects which brought benefits to the whole country.

**Results of the study**

In the years 2007–2015 the number of the EU co-funded projects concerning cultural values on a scale of Poland amounted to 1,678, of which more than 10% (178 agreements) were implemented in the Mazovian Voivodeship. By comparing this number to a total of over one hundred thousand European projects realized in Poland in all thematic areas during that time, one may conclude that the potential of cultural values, like that of natural values (Powseska 2015), is not sufficiently treated as a development factor in our country.

The analysis of the projects realized with the financial support of the European Union in the field of cultural values shows that the Mazovian Voivodeship was the greatest beneficiary as regards the use of projects for renovation and adaptation of cultural goods. The total value of the projects implemented in Mazovia in the years 2007–2015 amounted to circa PLN 1.4 billion and constituted over 10% of the value of all expenditures for these purposes realized in Poland (Fig. 1). Other Voivodeships with a high share of total value in the projects thematically related to cultural goods, which were implemented in the years 2007–2015, were Lower Silesia and Lublin Voivodeships. One may suppose that this was the consequence of the participation of these regions in applying for the status of the European Capital of Culture. Among the factors affecting a high position of the Mazovian Voivodeship in the structure of total expenditures are central functions performed by Warsaw. The value of implemented projects intended for cultural goods in Warsaw constituted over 33% of total spending on cultural values in the Mazovian Voivodeship (Fig. 2).

Entities located in Mazovia realized many nationwide projects. Their share in total value of the EU projects amounts to almost 20%. Moreover, 12% of total value in the field of cultural goods consisted of projects the beneficiaries of which were areas functionally connected to Warsaw. Thus, Warsaw, as the capital city, concentrated around 64% of all the projects implemented in Mazovia. However, small towns, rural communes and land counties, that

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2. The SIMIK database prepared by the Ministry of Infrastructure and Development (Poland).
is to say the areas functionally connected to rural areas, concentrated 30% of expenditures, which, in view of the competition in the form of central functions of the capital of the Voivodeship, should be regarded as a good result, and yet decidedly insufficient from the point of view of the development of cultural tourism in rural areas of Mazovia.

The second parameter which was taken into account in this study were qualified expenditures of the EU projects. When comparing the Mazovian Voivodeship with the remaining voivodeships with regard to this feature one should point to clearly lower disparities between Mazovia and the remaining voivodeships (Fig. 3). A higher total value of European projects related to cultural goods implemented in Mazovia in the years 2007–2015 in relation to qualified expenditure points, on the one hand, to the ability of searching other sources of financing investments in the field of cultural goods, and, on the other hand, it shows investment opportunities of entities and enterprises located in Mazovia, mainly in its capital. This partly results from a more differentiated structure of expenditures made in the course of implementation of the projects. Qualified expenditures in the Mazovian Voivodeship in the period 2007–2015 amounted to circa PLN 1.2 billion, while in the Dolnośląskie and Lublin Voivodeships they totalled around PLN 1.0 billion.

The share of the particular spatial categories in qualified expenditures has remained at a similar level as in the case of total value of the implemented projects concerning cultural goods (Fig. 4). Also, figures show an evidently lower share of Warsaw (29%) in qualified expenditures than in the field of total value of projects implemented in the domain of culture. At the same time, qualified expenditures for the purposes realized in Mazovia increased in relation to the whole of Poland. This results, in the first place, from the nature of those projects, as they mainly concern the promotion and creation of new national tourism products.
The value of the projects concerning cultural goods co-funded by the European Union and implemented in the years 2007–2015 by the entities located in the Mazovian Voivodeship is another feature used in this analysis. It is worth emphasizing that the value of co-financing for projects executed by the Mazovian entities was much higher compared to other Voivodeships (Fig. 5). In all likelihood, this was an effect of a high share of projects realized for the whole Poland, most often by central offices, which are non-commercial entities and which had an opportunity to receive high grants. When analyzing the structure of the value of the EU financial support for culture-related projects from the point of view of spatial categories (Fig. 6), one must emphasize that the share of rural areas decreased and at the same time the value of co-funded projects implemented on a scale of Poland greatly increased.

The proportion of the quantitative dimension of the parameters considered in the present study, namely the total value, qualified expenditures and EU co-funding for the implemented projects thematically related to cultural goods in Poland in the years 2007–2015, was differentiated spatially. The value of EU co-funding in relation to the total value on a scale of Poland amounted to 48%, while in the Mazovian Voivodeship the value of this relation totalled 60%. However, when examining the relation of the EU co-funding to qualified expenditures (Fig. 7), one must note that in the Mazovian Voivodeship around 70% of qualified costs were covered by the EU grants in the years 2007–2015. It was only in the Lower Silesian Voivodeship that the situation was slightly better, since in this region nearly 73% of qualified costs were covered by the European Union.

In the case of the Mazovian Voivodeship, one must point to better conditions for acquiring EU grants, which may result from a better economic situation in the Mazovian Voivodeship compared to the rest of the country. In many regions, however, the necessity to find additional sources of financing the European projects is still an additional problem in applying for EU funding, due to which the access to and participation in EU funding programmes are limited.
Summary

The analysis conducted in this study shows that the Mazovian Voivodeship as a whole region benefited greatly from culture-related European projects acquired in the period 2007–2015. A high share of Mazovia, in terms of total value, qualified value and the EU co-financing of the projects in the field of cultural goods, was the effect of many all-Poland projects implemented by the entities and enterprises of Mazovia, as well as of the projects related to the function of Warsaw as the capital city. One may point to clear-cut regional disparities in Mazovia: the greatest beneficiary was its capital city, together with its agglomeration, while rural areas, which acquired around 30% of funds from all over the area, do not meet all the needs in this field. The present article contains a quantitative analysis. No doubt, the topic deserves further analysis; however, it needs to be followed by qualitative studies.

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Battlefields of 1939 Campaign in southern Lesser Poland as destinations of military cultural tourism

Abstract: In the first days of September 1939 the southern Lesser Poland region was the theatre of fierce defensive battles fought by some units of the ‘Cracow’ Army and ‘Carpathians’ Army versus the German 14th Army, which had a quantitative and technological advantage. After these events there are many traces left in the battlefields: fortifications, war graves and cemeteries, monuments etc.

The area mentioned above is currently located in the southern part of the Lesser Poland and Silesian Voivodeship and has large potential, which enables the development of military cultural tourism based on these values. However, today only a small part of it is functioning as simple tourism products, as bunkers in Węgierska Góra or well-preserved field fortifications (trenches) in the Dunajec river valley. In most cases, traces of history associated with the battlefields are not well known and require making accessible (interpreted and promoted).

At present, there is a trend of greater use the historical and educational values of the battlefields. New initiatives led by the local authorities, NGOs and groups of enthusiasts are for example: new memorial sites near Radłów and ‘Wietrznica’ historical-educational path in Tylmanowa, where some replicas of historical weapons are shown. Episodes of aviation history concerning 1939 Campaign are also significant part of the ‘Aviation traces in the Carpathians’ trail, which is has been organized since 2015.

For the better tourism accessibility of the battlefields, there is a proposal of building some educational paths and developing military cultural tourism trail to comprehensively show the combat trail of 10th Cavalry Brigade (the famous ‘Black Brigade’), the first motorized unit of the Polish Army.

Key words: military cultural tourism, 1939 Polish campaign, battlefield, Lesser Poland

Introduction

The history of Poland, including frequent border changes, caused that military heritage of the country is at present very rich and diversified. Different types of fortifications, representing the systems of all Central-European countries, several hundred battlefields, many military museums and rising popularity of
reenactments give the country a big opportunity of developing cultural tourism based on these values (Jędrysiak, Mikos von Rohrscheidt 2011, p. 139).

One of the periods, that are taking significant place in the national history, is the 1939 Polish Campaign (formerly called the September Campaign) – the first campaign of World War II. It was the first test of famous German ‘Blitzkrieg’ doctrine. After the war, the memory about the defeat was at first neglected by the communist government of Poland. But since late 1950s many memorials and museums were built there. Some places, like Westerplatte – the symbol of beginning of WWII, Bzura – the largest battle, or Kock – the last battle, were raised as main memorial sites and visited as tourist attractions (Mikos von Rohrscheidt 2008, p. 255; Jędrysiak, Mikos von Rohrscheidt 2011, p. 135–136). Since the end of 20th century there has been a true renaissance of 1939 Campaign memory in Poland. New museums or exhibitions – including the private collections – were founded, and rapidly developing reenactment groups allowed to give the battlefields a new form of education – the living history. The unique activities are searching and buying the remnants of Polish armament scattered in many countries, as well as the restoration of Polish military vehicle types, that had not survived the war.

Fig. 1. The battlefields in southern Lesser Poland often have great visual landscape values. A – A view of Beskid Wyspowy Mts. from the battlefield in Trzciana, near Bochnia. B – The Dunajec river gorge at Klodne, north of Krościenko, the Polish forward defensive position area Source: photo by the author.

The article is based on author’s research on the traces and memorial sites of 1939 Campaign in the southern Poland, in the part of the Lesser Poland Voivodeship, south of Vistula river and southeastern part of the Silesian Voivodeship, historically belonging to the Lesser Poland region (Sadowski 2012, p. 143–144). Many of these places are situated in popular tourism region, the Beskidy Mountains, and its neighborhood. The battlefields often have large visual landscape or natural values (Fig. 1) and are available for active tourism by the marked tourist trails.

The aim of the article is to show that the region, not well-known by military historical tourism enthusiasts, has many various, interesting places to see. The discussed values of military heritage could be used to create new tourism products, based on local history. In fact, some local authorities are supporting the idea of popularization of the knowledge about 1939 Campaign and are trying to show it as a local attraction (Kowalski 2009; Trytek 2009, p. 100–101).

Historical overview

The Polish war preparations in the southern sector started in March 1939, just after Nazi Germany started the occupation of Czechia and Moravia, and the Slovakia became a German ally. The Polish staff formed here two armies, the ‘Cracow’ Army and later, in July 1939, the ‘Carpathians’ Army. At the left wing of ‘Cracow’ Army there was the ‘Bielsko’ Operational Group, having two (6th and 21st) infantry divisions and tactically subordinated 1st Mountain Brigade. The small ‘Carpathians’ Army started the war with only two brigades – the 2nd and 3rd Mountain Brigade. German staff planned to attack this sector south of the fortified industry region in Silesia, led by 14th Army with the use the territory of Slovakia. Three of its four groupings attacked the area south of Vistula: the XVII Army Corps (44th, 45th and 7th Infantry Divisions) from the southwest, strong XXII Army Corps (2nd Panzer, 4th Light and 3rd Mountain Divisions) from the Orava river valley, and XVIII Army Corps (1st and 2nd Mountain Divisions), supported by Slovak units of the Army Group ‘Bernolák’ from the south (Steblik 1989, p. 128–133).

The invasion started in the dawn of Sep. 1, 1939. This day the Wehrmacht units broke the defensive of the Polish border posts. Considering a threat for Cracow from the south, the ‘Cracow’ Army commander Brig. Gen. Antoni Szylling moved the only reserve, 10th Cavalry Brigade (motorized) towards Jordanów. The brigade led by Col. Stanislaw Maczek during the next five days successfully delayed prevailing enemy armored units, starting the legend of Maczek’s soldiers in this campaign and the whole war (Steblik 1989, p. 138–151).

The main battles in this area were fought on Sep. 2 at Wegierska Górla, Wysoka and Raba Wyżna. German side, despite its superiority, had no major progress that day, although their units broke the main defensive position in se-
veral places. In the night the Polish forces began to retreat because of German victory at Pszczyna, which forced the ‘Cracow’ Army to revise the whole defensive plan (Steblik 1989, p. 155–173; Bednarz, Sadowski 2009, p. 57–64).

In Sep. 3, 1939 there was a heroic defense of three lonely bunkers at Węgierska Góra, where the order of retreat did not arrive. In the Dunajec river valley, relatively small elements of 2nd Mountain Brig. tried to defend the gorge north of Krościenko. Another major battles were fought in the center, at Skomielna Biała and especially Mszana Dolna. In Sep. 4, 1939 Polish units started the local counterattack at Kasina Wielka, gaining the success. A major battle was also fought in the Raba river valley at Lubień and Pcin, and on Wietrznicza hill at Dunajec, where the Slovak regiment crushed the scarce Polish defense (Markowiak 1979, p. 17–21; Steblik 1989, p. 187–188, 198–199; Bednarz, Sadowski 2009, p. 65–70).

Polish forces moved to the north and east, which caused the gap between the armies, where the German 4th Light Div. was directed on Sep. 5. This morning the right wing of 10th Cav. Brig. counterattacked at Stróza, while the reinforced left wing defended the Wiśniowa, Skrzynialna and Krzesławice; both sides suffered major casualties. South of Cracow, Polish 21st Infantry Div. successfully defended Mogilany hills. Later this day German units captured Nowy Sącz in the south. On Sep. 6 there were some encounters in Bochnia area. The remaining units of ‘Boruta’ Operational Group (formerly ‘Bielsko’) began to retreat to Dunajec river line and using the bridges in Radłów area. Only the part of the group was able to cross Dunajec, while the strong tactical group captured Radłów and the bridgehead at Biskupice in the evening of Sep. 7. The bridge was burned by the defenders. During the night some exhausted Polish battalions tried to counterstrike from the western bank, suffering major casualties. Only next morning they were able to destroy several enemy tanks and crossed the river by the fords. The battle at Radłów and Biskupice was one of the most tragic and bloody in the whole campaign (Steblik 1989, p. 202–206, 226–229; Trytek 2009, p. 20–72). The last fighting in the mentioned area took place in Niepołomice Forest (in the place called Osikówka), where the remnants of Polish battalion of 5th Podhale Rifle Regiment, were finally surrounded and destroyed (Kucybała 2009, p. 17).

**Battlefields today**

At present, the most of the battlefields have different land-use than during WWII, although in general the mixed, agricultural but considerably wooded landscape was preserved. In Beskidy Mts., the forested area increased from ca. 30% in late 1930s to 50% at the beginning of 21st century and is still progressing. The reforestation helped to preserve some remnants of unique field fortifications which, situated at the rim of the forests, were not destroyed by farmers after the war. Closer to the Vistula and lower Dunajec river valleys the area of farmlands and the large complexes of Niepolomice Forest and Radłowskie Forests has remained almost unchanged since 1939. The main problem with the landscape is often chaotic, strong development of built-up areas since late 20th century, although on some battlefields, especially at the hills of Wysoka and Chabówka, as well as in Dunajec river gorge at Tymbark, the colonization still has a very sustainable form. The positive side of development is that rural areas have at present a quite good communication network. The majority of the interesting places are available for motorized tourists and, in general, the whole region is well accessible. Other attractions, that stimulate tourism development in southern Lesser Poland, are the landscape values, many tourist trails and many other places of interest (national parks, cultural heritage objects including some from the UNESCO list etc.). Among them, the local sites of military history, are at present not well known and rarely visited.

![Fig. 2. The map of the traces of 1939 campaign in the mentioned area and the proposal of military tourist trails development](source: by the author; map used: Mapa Polski i krajów ościennych: 1:1000000, sheet SW, Edinburgh 1943.)
People interested in military cultural tourism have much to see in the southern Lesser Poland. The research conducted since 2004 by the author, in cooperation with groups of enthusiasts and members of Polish Historical Society, showed the traces of 1939 campaign, as fortifications, memorial places, exhibitions etc. in over 70 localities; about 20 of them could be called ‘significant’, with more than one type of values (Fig. 2).

The first category of the places that are interesting for military cultural tourism are the historical battlefields (Jędrysiak, Mikos von Rohrscheidt 2011, p. 127–129). The analysis of military tourism potential of the region shows the noticeable concentration of the values in the battlefields of 10th Cav. Brig. between Spytkowice and Bochnia, in Węgierska Góra – Jelesnica, Krościenko – Nowy Sącz and Rąbłó – Biskupice areas. It well responds to the major engagements in September 1939. But only the engagements at Węgierska Góra, Jordanów and Kasina Wielka are widely known and were mentioned in regional guidebooks (Figiel et al. 2006, p. 455, 458–459; Gacek 2012, p. 33, 214).

Tab. 1. The most interesting examples of fortifications of 1939 in southern Lesser Poland

<table>
<thead>
<tr>
<th>Location</th>
<th>Site(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Węgierska Góra</td>
<td>Four concrete bunkers for field or AT guns and machine guns of 16 planned, two of them damaged (Fig. 3A). Another one is inaccessible.</td>
</tr>
<tr>
<td>Przyborów</td>
<td>Two concrete bunkers (never armed) and one bunker basement of six planned buildings.</td>
</tr>
<tr>
<td>Krzyżowa</td>
<td>Three concrete bunkers for AT guns and machine guns (never armed) of four planned buildings (Fig. 3B), short trenches.</td>
</tr>
<tr>
<td>Bystra</td>
<td>Three excavations for bunkers planned to be completed in late 1939, a basement with raw concrete in one.</td>
</tr>
<tr>
<td>Chabówka</td>
<td>Well preserved, small infantry strongpoint and the remains of another one, in the nearby St. Cross wooden church from 18th century.</td>
</tr>
<tr>
<td>Tymianowa</td>
<td>The largest preserved portion of Polish field fortifications in southern Poland, about 450 meters of trenches (Fig. 3C, 5).</td>
</tr>
<tr>
<td>Krościenko</td>
<td>Several small strongpoints for small infantry groups that ensured the crossfire on the road in Dunajec river valley.</td>
</tr>
<tr>
<td>Rytro</td>
<td>Typical light concrete pillbox for one machine gun, the only building in the Slovak sector of main defensive position.</td>
</tr>
</tbody>
</table>

The second category contains WWII fortifications and defensive positions (Jędrysiak, Mikos von Rohrscheidt 2011, p. 173–175). There are two types of objects represented: reinforced concrete bunkers, build in the summer of 1939 at important strongpoints in the river valleys, and trenches, mostly the remnants of main field defensive position (see Tab. 1). Also in some locations, like vicinity of Jordanów and Tymianowa, some excavation works were made, but the completion of concrete fortifications was planned on late 1939 or 1940. The bunkers at Węgierska Góra and Krzyżowa – Przyborów are the only mentioned among the main military cultural tourism attractions in Poland (Jędrysiak, Mikos von Rohrscheidt 2011, p. 177). These bunkers are the examples of the most modern Polish pre-war fortifications, adapted to defensive ones in mountainous terrain.

![Fig. 3. Some traces and memorials of 1939 campaign: A – ‘Włóczęga’ bunker for AT-gun and heavy MGs in Węgierska Góra. B – Picturesquely located bunker for AT-gun and heavy MGs (the armament was never mounted) in Krzyżowa. C – Section of infantry trench in Wietrznica defensive position, Tymianowa. D – Grave of two Polish airmen killed in action in Sep. 3, 1939 in Grawka. E – 1939–45 war cemetery in Wysoka. F – Graves of the ‘Cracow’ Army soldiers in Rąbłó cemetery. Source: photo by the author.](image-url)
soldiers are today symbolic, as the corpses were exhumed in late 1940s. The graves of civilians, often the victims of German war crimes, for example, in Sułkowice, Skomielna Biała, Stróża, Gdów and Nowy Sącz, are not shown on Figure 2 (Czubryt-Borkowski 1988, p. 370, 372, 375, 459). There are only single German war graves at Jablonka and Podwilk (Orava territory belonged to Slovakia in 1939–1945), because of all graves from the occupied General Government territory were exhumed into a war cemetery in Bielsko, today Bielsko-Biała, in 1940–1941.

The other type of memorial places are the **monuments and memorial plaques** (Fig. 2). In Wysoka, Dobczyce and Radłów the monuments are situated at the cemeteries. There’s also a new monument at the school in Radłów, built in 2003. The other examples of new initiatives are the monuments in Pcim (Fig. 4A), Spytkowice (Fig. 4B) and the new, illuminated monument of Fallen Soldiers of ‘Kraków’ Army in Biskupice Radlowskie, built in 2015. The last one replaced the elder form unveiled in 1969 during the 30th anniversary of the battle and is situated at old bridgehead. A very unique monument is located in Kasina Wielka. Its main element is the original turret of Vickers tank, preserved until 1980s in a farm near the battlefield. The examples of commemoration are also the brass memorial plaque at the wall of ‘Włóczęga’ bunker in Węgierska Górka from 1970 (Fig. 3A) and two small obelisks with memorial plaques in Jordanów (ed. Czubryt-Borkowski 1988, p. 93, 464, 466, 743; Trytek 2009, p. 97–99).

**Table 2. War cemeteries and major war graves from 1939 in southern Lesser Poland**

<table>
<thead>
<tr>
<th>Location</th>
<th>Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wysoka</td>
<td>War cemetery with 35 Polish soldiers buried (1st KOP Inf. Regt., 24th Lancers Regt., and other 10th Cav. Brig. units) and 1 civilian killed in battle of Sep. 2, 1939, 1 Polish partisan (killed in 1945) and 1 Soviet Army soldier (native Polish), who died in Feb. 1945 (Fig. 3E).</td>
</tr>
<tr>
<td>Dobczyce</td>
<td>Polish and Soviet military cemetery. Here are buried 10 soldiers (mostly from 2nd KOP Inf. Regt.) killed nearby in Sep. 4–6, 1939. Another grave of single soldier is located at communal cemetery.</td>
</tr>
<tr>
<td>Osikówka</td>
<td>The mass grave of not less than 56 soldiers of 5th Podhale Rifle Regt., killed in fierce engagement in Niepolomice Forest in Sep. 9, 1939.</td>
</tr>
<tr>
<td>Bochnia</td>
<td>Quarters in two communal cemeteries where the soldiers from various units, who died in local military hospital or were killed in the engagements in Sep. 6, 1939 were buried. On St. Rosalia Cemetery there are graves of 39 soldiers, and 3 others on the second cemetery.</td>
</tr>
<tr>
<td>Radłów</td>
<td>Mass graves and the monument on parish cemetery (Fig. 3F), where 238 Polish soldiers killed in nearby battle (Sep. 7–8, 1939) were buried. Various units, among them 20th Inf. Regt., 3rd and 4th Podhale Rifle Regt.</td>
</tr>
</tbody>
</table>

**Headquarters** (see Fig. 2) are the buildings connected with the category **places connected with famous military commanders** (Jędrysiak, Mikos von Rohrscheck 2011, p. 217). In fact, many of these buildings are still standing, like the barracks from 19th century in Wadowice (HQ of operational group commander, General Mieczysław Boruta-Spiechowicz) or the old primary school at Dobczyce and fine art school in Nowy Wiśnicz (Fig. 4D), where the staff of 10th Cavalry Brig. with. Col. Stanisław Maczek temporarily stationed. Another type of buildings historically connected with the campaign are **military hospitals**; in the mentioned area there are such buildings in...
Myślenice (the ‘Sokół’ Gymnastic Society building from 1907; Fig. 4C) and Bochnia (the ‘Old Hospital’).

The monuments from category military tourism trails (Jędrysiak, Mikos von Rohrscheidt 2011, p. 20, 209), concerning 1939 campaign, are almost not existing at present in this region. The only example here is relatively short, but impressive educational path ‘Wietrznica’, where some examples of well preserved Polish field fortifications are shown. One of the largest attractions here are the models of historical armament used by the defenders in 1939: 3-inch field gun model 02 (Fig. 4E) and fine 37 mm antitank gun Bofors model 36, as well as the dummy of soldier firing the Maxim model 08 machine gun. All models are made in 1:1 scale and some other types of armament are shown on interpretative signs (Fig. 5). The introducing sign explains the defense of Dunajec river valley by relatively small Captain’s Roman Wróblewski detachment of 2nd Mountain Brigade (two infantry companies with very few heavy weapons) and its fighting against German 2nd Mountain Div. and Slovak 1st Inf. Div. in Sep. 3–4, 1939. The marked path allows to climb 180 meters over the valley bottom, where it is connected with green-marked hiking trail. Visiting the educational trail takes about 1 hour.

Fig. 5. The plan of ‘Wietrznica’ educational path: trenches, interpretative signs and historical armament models Source: by the author.

A new initiative (started in 2015) is the cultural tourism trail ‘Aviation Traces in Carpathians’, that touches various aspects of aviation, like airfields, airmen, drop zones, crash sites etc. in Polish Carpathians. Some of the places, marked with special interpretative signs, concern 1939, like the war grave in Oravka (mentioned above) or German air operations over Lubień and Babia Góra mountain. The trail is being realized by Central Department of Mountain Tourism of Polish Tourist and Sightseeing Society in cooperation with other institutions (Wielgus 2016, p. 18–19).

There are also some examples of single interpretative signs concerning 1939 campaign sites, e.g. in Węgierska Góra (‘Waligóra’ artillery bunker) and Wysoka war cemetery, both situated close to red-marked Main Beskidy Mountains Trail, as well as in Radłów (engagement at Szatanówka grange and at the monument in Biskupice Radłowskie.

There is no major military museum in the mentioned region. The only places, where tourists could see the elements of armament, are the exhibitions often located in schools or other public buildings. The biggest and probably the best known one is situated inside the bunker ‘Wędrowiec’ in Węgierska Góra and shows photos, armament and elements of military equipment. There are also ‘rooms of memory’ at the schools in Spytkowice and Radłów, an exhibition devoted to P.11c fighter plane of Wacław Król (during the WWII he became a fighter ace and later a popular author), that crashed in Klaj. Some artifacts are shown in the regional museums in Myślenice and Dobczyce. There are also the elements of exhibitions referring to 1939 campaign in Home Army Museum (i.e. the dummy of Vickers E tank with the original elements from the battlefields in Kasina Wielka and Trzciana) and Polish Aviation Museum, as well as 20th Infantry Regiment Museum in nearby Cracow.

Military history events, as the last category connected with military cultural tourism (Jędrysiak, Mikos von Rohrscheidt 2011, p. 20, 232), is not very popular in this region. Some events are conducted occasionally during the local celebrations of WWII anniversary and have rather local or regional character. The main periodical event is the event ‘Węgierska Góra – Westplatte of the South’, based on the legend of the defense of lonesome bunkers in 1939 (8th edition is planned in August 2016). The event ‘Battle of Bridge’, organized until 2014 at Biskupice Radłowskie with military vehicles and several dozens of reenactors was the biggest performance in the Lesser Poland Voivodeship. In 2009 another major event, showing the battle of Bochnia, was organized. Other examples of spectacles are the ‘military picnics’ in Krzyżowa (with the Attack to the bunker staging), Ryto or Tylmanowa, where in 2009 the post pigeons, as a method of communication used originally in Gorce mountains by the Polish outposts in 1939, were shown (Kowalski 2009).

Battlefields in the future

The above analysis shows that the region of southern Lesser Poland offers many various places of interest concerning the history of 1939 Campaign,
Cultural tourism as a branded tourism product...(products in Poland)

but they are known mostly among the small group of enthusiasts. The local authorities often use the memorials as a scene of patriotic celebrations, but in some communities they are also interested in military cultural tourism development. In such situations, the authorities appreciate the potential based on local WWII history and in cooperation with groups of enthusiasts and NGOs they found or renovate monuments, creating the simple information systems and arranging the military history events. The leaders in such activities were in the last years the communities of Radłów, Węgierska Górka, Jordanów and Ochotnica Dolna, where the only historical educational path was marked and opened in 2009 during the European Days of Heritage (Kowalski 2009).

Military cultural tourism trails, both material and virtual, are the source of inspiration for tourists and help to promote certain values (Mi-koś von Rohrsheidt 2008, p. 292). There is a proposal of creating other educational trails in the areas with concentration of unique, sometimes requiring the proper interpretation, historical traces and memorials. A virtual trail that allows visiting the bunkers in Krzyżowa and Przyborów was also created (Suchanek 2004, p. 56–57), although neglecting of field fortifications, preserved almost completely in this area, is its weak point. After adding some information, it could be marked as an educational path.

There is a project of 4.5 km long educational trail in Wysoka battlefield already elaborated in two variants, with or without the model of armament, including the dummies of German tanks (Sadowski 2016, p. 15–23). Another author’s projects are the preliminary concepts at present: the path in the area of ‘Węgierska Górka’ defensive position and another one at Godawowa mountain in Pcim, with the remnants of the ad-hoc defensive position of ‘Włożyn’ battalion of Border Protection Corps (KOP), dated Sep. 4, 1939.

The most essential project proposed to create the regional military history trail in the area with the biggest potential. In the mentioned region, such concentration of values is especially in the sector at Spytkowice, Jordanów, Myślenice and Bochnia, where the 10th Cavalry Brigade fought six-day fierce defensive battle. As the brigade and its commander Col. Maczek became famous even abroad, as the origin of Polish 1st Armored Division, and was respected by the enemies, too, the name of ‘The Black Brigade Trail’ was proposed, due to the nickname of the unit, given by the Germans. The trail should connect all places associated with the brigade’s combat trail: battlefields and view points, fortifications, war graves and cemeteries, monuments, former headquarter buildings, exhibitions and local educational trails. These sites are situated in 25 villages and towns. The total length of two legs, representing the two valley corridors defended in 1939 and linked to create a loop, is 184 kilometers (see Fig. 2). With these parameters, the trail is designed rather for motorized tourists or cyclists, and should allow making both short tours about the local history, and the complete military-historical tours, including the study tours of the present Polish Army officers and soldiers (Sadowski 2012, p. 149–151).

In the other places, there is a strong necessity to found another interpretation signs to give the tourists, even the hikers loosely interested in military history, the most essential information about the battlefields. Without such information, some places that could be shown to popularize the local history usually remain unnoticed. The interpretation of the military heritage should use a wide range of methods and modern technologies to show the places as they looked in 1939, if possible.

The other disadvantage is the lack of military museums in the region. Some of the small exhibitions, situated at school buildings, are hardly available for tourists during the holidays. Founding of some fixed, easily available and opened, particularly in the main tourist season, exhibitions near to the main battlefields should help to resolve this problem; these places should be also the information centers and should have the guided tours on the battlefields in their offer. At present, only the ‘Włóczęga’ bunker exhibition in Węgierska Górka is shown by the guide, who narrates the story of the battle.

The deficient system of information and promotion causes that only some of the mentioned values are functioning as simple tourism products at present, like the mentioned exhibition in Węgierska Górka or ‘Wietrznica’ educational path. Creating new products, connected with complete information, promotion and management system is necessary to develop military cultural tourism based on the history of 1939 Campaign in the mentioned region.

Conclusion

Southern Lesser Poland is the region with numerous traces of the first days of WWII and has pretty big potential to develop the military cultural tourism. In some communities these values are appreciated by the local authorities, who are trying to use them as tourist attractions. Unfortunately, their activities are not constant and have no wide range.

The mentioned values are very various: near the battlefields there are war graves and cemeteries, monuments, fortifications and military buildings, sometimes enriched by the simple tourism infrastructure such as educational trail and interpretative signs. This variety, in connection with big visual landscape and natural values, is the advantage that can attract the tourists. The existing active tourism trails, which are crossing the battlefields could be used to promote the military history.

Creation of new military cultural tourism trail, as proposed ‘The Black Brigade Trail’ or shorter educational paths is necessary to show the
values completely and competently. The trails will promote the single monuments, which are sometimes very little known at present. Although visiting military history sites still seems to be rather niche, it has rising popularity in Europe and the new trail will probably have influence into increasing the inflow of visitors to the villages where the places of interest are located.

There is a necessity to make further research of the battlefields, ending with a proposal of using them as military cultural tourism attractions. At present, the main challenge seems to be how to coordinate the tourist flow between locations situated in different communities, as the tourists are often visiting only a single attraction from the group of these more popular. New trails, as new tourism products, their promotion and good management should be the first step to show the visitors more and to inspire them to search for further places of interest. For them, an information system based on the interpretive signs set on the battlefields, tourist information points, guided tours and other activities, such as creation of a website, edition of guidebooks, maps and folders etc. would be more than helpful.

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Cultural heritage of Roztocze in the context of tourism product development opportunities

Abstract: In spite of its unique environmental and cultural values, Roztocze has remained in the shadow of other, more attractive areas of Poland for many years. It has only become a popular tourist region in the country over the last decade. The most important forms of tourism in the area are sightseeing and cultural tourism. The offer is developed based on the unique heritage, closely related to the history of the area. For centuries Roztocze has remained on the boundary of the cultures of the West and East as well as under interweaving influences of its multi-denominational and multinational history. Numerous traces of the past, preserved in the art, architecture, and landscape of the region, offer a chance for the development of an offer of diverse, attractive, and competitive tourism products. The existing potential, however, is currently not used to a satisfactory degree. Although the importance of cultural heritage for the development of the tourism sector has been emphasised in strategic documents, and the local communities and authorities have focused their attention on improving the tourism offer, in practice the cultural potential of Roztocze is explored to a low degree, among others, due to insufficient promoting. The following paper describes the diversity of the cultural heritage of Roztocze and presents a tourism offer developed based on it. The comparison of the existing products with the resources of the region enabled the authors to draw conclusions and prepare relevant recommendations concerning the development of an attractive offer of cultural tourism in the region. The issue is important and valid, because a competitive tourism offer in the scope of cultural tourism can contribute to the development of tourism, and improve the economic situation of Roztocze.

Key words: Roztocze, cultural heritage, tourism product, local development

Introduction

Roztocze is a clearly distinguishable geographic region covering the cross-border areas of Poland and Ukraine. It occupies the southern part of the area between the Vistula and Bug rivers. It comprises a range of plateaus and hills...
reaching up to 395 m a.s.l. (Brzezińska-Wójcik, Harasimiuk 2006). It is distinguished by diverse land relief, mosaic agricultural-forest landscape, and dense forest cover.

Roztocze has a significant potential for tourism development. Due to weak industrialisation, low urbanisation level, high contribution of agriculture (www.stat.gov.pl, 12.03.2016), and traditional manner of land management, the area retained its biodiversity and the natural environment. Moreover, this part of Poland is rich in elements of material and intangible heritage (Świeca et al. 2015). The area has remained at the boundary of cultures of the West and East, and has been influenced by interweaving multi-denominational and multinational history for centuries. In spite of the turbulent history, the related numerous traces of the past survived in the area until today (Skowronek et al. 2015).

The above mentioned resources determine the values of the region in terms of sightseeing, aesthetics-landscape, recreation, and health. Nonetheless, it has not been recognised or visited by tourists for a long time, mainly due to: peripheral location, poorly developed infrastructure, and lack of promotion and attractive tourism offer.

The situation has changed considerably over the recent years, while dynamic tourism development has been observed (Tucki 2012). It is related to the improvement of transport accessibility, diversification and enhanced standard of the accommodation base, intensification of promotion activities, as well as increased engagement of business entities and local self-governments in the scope of development of the tourism offer (Tucki 2012, Świeca et al. 2015).


The cultural heritage of the Lublin Voivodship (including Roztocze) is also mentioned as a regional strength at the national level in the Programme of Tourism Development by 2020 prepared by the Ministry of Sport and Tourism, constituting an important impulse for development of tourism in the region.

Currently, the greatest challenge for promoting the cultural tourism in the analysed region is the lack of an attractive offer based on cultural heritage and cultural landscape. Although numerous traces of the past have been preserved in the region, they are rarely offered in the form of attractive and competitive tourism products. The cultural potential of the region is still poorly exploited and insufficiently promoted.

The aim of this paper is to present the diversity of the cultural heritage of Roztocze, to identify tourism products based on it, to formulate conclusions, and prepare relevant recommendations in the scope of enriching the existing offer of cultural tourism. The issue is important and valid, because it can influence the development of tourism and improvement of the economic situation in one of the poorest regions in Poland and the European Union (Statistical Yearbook of Voivodships 2015).

**Concept of cultural heritage and cultural heritage tourism**

The key concept of this paper is the cultural heritage of Roztocze, i.e. the historical output of the society (local communities, ethnic groups, national groups) residing in a given area.

According to Pruszyński (2001, p. 50), ‘cultural heritage is a resource of immovable and movable assets together with the related spiritual values, historical and social phenomena, recognised as deserving legal protection for the sake of society and its development as well as the future generations due to understandable and accepted historical, patriotic, religious, scientific and artistic values of importance for the identity and continuity of political, social, and cultural development, evidencing the truth, commemorating historical events, cultivating the sense of beauty and civilisation community.’

According to K. Zeidler (2007), cultural heritage covers the entire material as well as spiritual output of a given social group. Therefore, cultural heritage can be divided into tangible and intangible. Tangible heritage includes any material manifestations of human cultural and artistic activity, among others cultural goods and historical buildings.

In 1972, the term cultural heritage was formalised in the international law (UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, Journal of Laws 76.32.190).

Cultural heritage combines the past, present and future. The condition for preserving its own identity is to pass it from generation to generation. Heritage is also used as a tool of economic development (Jędrysiak 2011). In the concept of regional tourism products, it can serve as a regional attraction providing the basis for tourism products development, and as identity distinguisher creating the image of a region, activating local communities, and building their sense of regional identity (Ashwort 1992, after Zdon-Korzeniowska...
Throughout centuries, Roztocze has witnessed many important historical events. As a cross-border region, it constituted an area of co-existence of different nationalities, cultures, and religions the numerous traces of which have remained until today, documenting the co-existence of the former residents – Poles, Jews, Ukrainians, and Germans. Tangible testimonies of the past constitute one of the most valuable elements of the cultural heritage of the region also serving as tourist attractions.

Archaeological sites of Roztocze constitute an element of its heritage which began developing along with the inflow of settlement groups, inhabiting and managing the land already from the Late Palaeolithic. The area remained inhabited throughout the following times. In the period of development and functioning of modern Slavic nations, the area was subject to competition between Poland and Ruthenia. During that period, fortified cities appeared next to open settlements in the region, including the most important ones belonging to the group of Czerwieńskie Strongholds (Śasiadka, Szczebrzeszyn) (Skowronek 1996). The rank and strategic importance of the area was further enhanced by transport routes. The most important – commercial one – running through Roztocze, connected Kiev with Kraków and Prague in the Czech Republic (Wąsowicz 1961). Those times are commemorated by the preserved early medieval defence fortifications in Guciów and Śasiadka (in the 9th century it served as among others a fortification for the established Polish-Ruthenian border), hills remaining from fortifications in Szczebrzeszyn, Batorze, Goraj, Majdan Górny, Niemirówek, and Susiec, and numerous necropolises – barrows (7th–11th century), e.g. in the vicinity of Guciów (Skowronek et al. 2015).

Cultural heritage of Roztocze

Architecture is the most important cultural tourism value of the region. It is scarce and enjoys the highest interest among visitors to the region. Roztocze includes a building inscribed on the UNESCO World Heritage List due to its unique cultural value. It is a Greek Catholic St. Paraskevi church in Radruż from the 16th century. It belongs to the oldest and best preserved objects of wooden church architecture in Poland. Currently, it fulfills no sacred functions. It serves as a seat of a branch of the Museum of Borderlands in Lubaczów (Mazur 2006).

The sacred architecture of Roztocze is a very important element of heritage documenting traces of the interweaving of cultures – western (Latin) and eastern (Byzantine). Greek Catholic churches play a special role here. Not many of them survived to the modern times. They are brick monuments in Szczebrzeszyn (currently an Orthodox church), Horyniec-Zdrój (currently Roman Catholic church), Krupiec near Narole, Siedliska, Werchrat, Kornie, Lubycz-Kniazie, Plażów, Żurawce (currently a Roman Catholic church), and wooden constructions in Szewnia Dolna, Potoczek, Łosiniec, Bełżec, Hrebene, Lówcza, Nowe Bruśno, Prusie, Wola Wielka, and Radruż (Górk 1984, Kondraciuk 2011). Many churches existing until the outbreak of the war were destroyed (Skowronek, Furtak 2009).

Orthodox churches are scarce sacred monuments in Roztocze. The Orthodox church of St. Nicolas in Tomaszów Lubelski is the best known and best preserved one. It was built in the 1880s in the Byzantine-Russian style. Interesting churches from the end of the 19th and beginning of the 20th century also exist in Tarnawatka and Topólca, currently used as Catholic churches (Cynalewska-Kuczma 2004).

The most valuable Roman Catholic churches in Roztocze include two Late Renaissance churches of St. Nicolas and St. Catherine in Szczebrzeszyn (17th century), as well as the Baroque church of St. John of Nepomuk in Zwierzyniec (18th century). The most beautiful 17th-century Baroque monasterial complexes are located in Radeczynka and Krasnobród. Other churches valuable in terms of style were built in Józefów, Goraj, Susiec, Frampol, or Mokre-Lipie. Among approximately a dozen Roman Catholic wooden churches, the most valuable are the 18th-century churches in Górecko Kościelne and Tomaszów Lubelski (Fornal 2002).

Scarce preserved historical monuments of the Jewish culture include synagogues and cemeteries. Buildings of former synagogues still exist in Szczebrzeszyn (17th century), Józefów (18th century), and Modliborzycy (18th century). Renovated, they currently fulfil various functions – they are used e.g. as culture centres or libraries. Jewish cemeteries have survived in only four towns in the regions – in Szczebrzeszyn and partially in Zwierzyniec, Józefów, and Tomaszów Lubelski (Fornal 2002, Skowronek 2004).
Residential complexes play an important role among the historical sites of Roztocze. They are not well-preserved. The majority of them have been destroyed or altered and they changed their function. Some of them are in ruins. The best known monuments of the type include: the 18th century Baroque Łosiów palace in Narole, with an Italian garden; Poniński palace in Horyniec (current form from the 20th century); Leszczynski palace in Krasnobród (1st half of the 16th century, later reconstructed), and the mansion in Panasówka (1st half of the 19th century) (Skowronek et al. 2015).

Other architectural sites worth attention are scarce public buildings. Several old buildings of schools survived among others in Oseredek, Susiec, Sąsiadka, Tomaszów, Górecko Stare, and Tereszpol. At forest roads, forester’s houses and wilderness huts occur in Hamernia, Górecko Stare, Józefów and Zwierzyniec (Fornal 2002).

The Zamoyski Estate has left an important group of elements of cultural heritage, characteristic only of the western and central part of the region. In the period of its greatest economic and territorial development, it covered more than half of Roztocze (Skowronek 2005).

The Zamoyski Family founded numerous temples. They founded the above-mentioned churches in Tomaszów Lubelski, Górecko Kościelne, Szczepanów, Zwierzyniec, and Józefów. An important pilgrimage destination related to the Zamoyski Family is the 17th century church and former Dominican monastery in Krasnobród – Podkłasztorze founded by Marysieńska Zamoyska Sobieska.

In addition to the temples, examples of other estate buildings survived until today. The most beautiful ones include classical 19th century buildings of the former Management of the Zamoyski Estate together with a park, and villas of office workers in Zwierzyniec. Still existing industrial objects include the brewery in Zwierzyniec, brick watermill in Szczepanów, and ruins of a paper mill in Hamernia (Skowronek 2005). ‘Workers’ houses’ were built around industrial buildings. Their examples from the turn of the 19th and 20th century, built in the ‘estate’ style, survived on the outskirts of Szczepanów and in Zwierzyniec (Fornal 2002).

Public buildings are a separate group. Examples include brick buildings of the Classical school complex and town hall in Szczepanów, founded by the Zamoyski Estate in the first half of the 19th century (Skowronek 2005).

Many valuable movable historical objects of Roztocze are stored in museums, particularly of regional and local importance, including: the Parish Regional Museum, Museum of Sacred Art, and Museum of Harvest Wreaths in Krasnobród; Regional Museum of J. Peter, and the Hall of Memory of Communist Terror in Tomaszów Lubelski; Educational-Museum Centre of...
the Roztoczański National Park in Zwierzyniec, Forest Chamber in Florianka; Museum of Stonemasonry and Hall of Memory of Mieczysław Romanowski in Józefów; Historical Museum of the World-wide Association of Soldiers of AK of the Zamość Inspectorate of Stanisław Prus ps. ‘Adam’ in Bondyrz, Museum of Fossilised Trees in Siedliska; and Ethnographic-Environmental Museum Zagroda Guciów (Sawicki, Golian 2010). The Museum of Memory in Belżec is of supraregional importance.

Tourist offer of Roztocze based on cultural heritage as inbound tourism

Despite the diversity and abundance of the cultural heritage resources in the region, they are currently hardly exploited in its inbound tourism offer. This is suggested by the analysis of Roztocze tourism products, offered to tourists by entities from the Lublin Voivodship. The study was based on: publication ‘Tourism offers – Lublin Region, 2015’, prepared by the Lublin Regional Tourism Organisation for the purpose of promotion of the tourism products of the region at international and national tourist fairs; list of products submitted to the competition for the Best Tourism Product of the Lublin Voivodship organised by LROT and websites, including those of local tourist organisations (LOT Roztocze and LOT Zamość i Roztocze).

28 tourist offers of the Lublin Voivodship promoted by LROT in the aforementioned publication include only 4 products based on elements of the cultural heritage of the region. These are: the UNESCO trail of Roztocze prepared by Tour Operator Quand from Tomaszów Lubelski (the trip agenda includes multicultural historical sites in Szczepczyn, Józefów, Hrebenne, Radruz and the heritage of the Zamoyski Estate in Zwierzyniec), Lublin Region for individual tourists – offered by the Cultural Tourism Office KRA-JKA from Lublin (the agenda includes sightseeing in Zwierzyniec and a visit to the sanctuary in Krasnobród), Lublin Region – see it for yourself (in 3 days) – a trip prepared by PTTK Municipal Branch in Lublin – Tourist Service Office (historical sites in Zwierzyniec and Krasnobród), Experience the nature of Roztocze – a trip offered by Tour Operator Waatra Travel from Lublin (among others a visit to the paper mill ruins in Hamernia and historical buildings in Zwierzyniec and Górecko Kościelne).

The second group of products (submitted to the LROT competition) included: monuments – Zagroda Guciów (Anna and Stanisław Jakchymeck), Forest Chamber in Florianka (Roztoczański National Park) and Rural Museum in Siedliska (Society ‘Nasze Siedliska’); events – Summer Film Academy in Zwierzyniec (CineEurope Society in Lublin), Groat Festival ‘Gryzaki’ in Janów Lubelski (Municipal Office in Janów Lubelski) and ‘Save from Oblivion’ – reconstruction of battles near Tomaszów Lubelski (Municipal Office of the Town of Tomaszów Lubelski, Office for War Veterans and Victims of Oppression); package tours – ‘Weekend on the UNESCO trail’ (Tour Operator Quand from Tomaszów Lubelski) and Attractions for every day of the week in Roztocze (BT Quand in cooperation with the Local Tourism Organisation Roztoce); trails – Szumów Trail (LOT Roztoce together with the Commune Office in Susiec), Central Cycling Trail of Roztocze (Józefów Bicycle Infantry in cooperation with LOT Roztoce), Tourist Transborder Trail – Belżec – Belz (Belż Commune Office, LOT), place product – Stone Forest in Roztocze (Lubycza Królewska Commune, LOT Roztoce).

Local tourism organisations hardly present any offer of cultural heritage products on their websites. Web pages of LOT Roztoce mention multicultural historical sites, museums, and events, particularly of local importance, such as towns’ festivals. The only offer targeted at cultural tourists is the trip ‘Weekend on the UNESCO Trail’ (www.roztoczewita.pl/lokalna-organizacja-turystyczna-roztocze).

The website of LOT Zamość i Roztocze offers three proposals of thematic trails in the analysed group: Zamoyski Estate Trail, Brat Albert Trail and Aleksandra Wachniewska Trail (roztocze.org.pl/page/31/szalkiturystyczne.html).

The primary results of Internet search of the query ‘tourist offer Roztocze’ are limited to accommodation sites. Moreover, attractions of Roztocze are mentioned, including historical sites and local events.

The analysis of websites of communes in Roztocze provided similar results (searched phrase name of commune + tourism). They are usually limited to advertisements of the most interesting places and monuments, provide the course and descriptions of tourist trails, and specify the accommodation and catering offers. In the aspect of cultural tourism based on heritage, the most interesting proposals were included on websites of communes: Lubycza Królewska (train in bunkers of the Molotov Line, Museum of Fossilised Trees in Siedliska), and Susiec (proposals of trips [walking, cycling, and car trips], museums and regional chambers, offer of a trip to Roztoce and Lvov).

The current offer of tourism products based on cultural heritage in the region is unsatisfactory, particularly in comparison with the offer of recreation, i.e. active tourism (Krukowska 2012). It presents a huge area for development, and a possibility of enhancing the attractiveness of the region.

In reference to the results of a study performed in 2012, among entities involved in the development of the tourist offer of the Lublin Voivodship (Skowronek 2012), not many changes have been observed in that aspect over the recent years. In the study, representatives of tourism did not recognise direct benefits resulting from the sale of products of cultural tourism, or suf-
Cultural tourism as a branded tourism product...(products in Poland)

Roztocze has considerable potential for the development of cultural heritage tourism. The specificity of the region involves diversity of resources and its multicultural character closely related to its history. The analysis carried out in this article suggests that they are not exploited to a sufficient degree, although their importance, number, and character constitute an opportunity for the development of an offer of attractive and competitive tourism products.

In spite of repeated emphasis of the importance of cultural heritage for the development of the tourism sector, Roztocze has no cultural tourism product which would distinguish it among other regions. Its offer in this scope is modest, and the currently developed products are weakly diversified by type (events are dominant). Moreover, their development is based on resources of only several towns, and the majority of products offered to tourists (e.g. trails on websites) are of potential character.

This results in the necessity of creating a competitive offer in the scope of cultural tourism both for Polish and foreign tourists. In addition to entities, such activities should also engage the territorial self-government, governmental administration authorities, local communities, and local tourist organisations. The cooperation of all of the stakeholders is a very important factor contributing to the successful process of development as well as quality and innovativeness of products.

The performed analysis and knowledge of good practices from other regions provide the basis for the development of basic recommendations facilitating the enrichment of the cultural tourism offer of Roztocze. This requires:

- undertaking dynamic activities for the improvement of the attractiveness and competitiveness of the cultural tourism offer by tourism entities, territorial self-government, local tourism organisations, and local communities,
- development of leading products of cultural tourism associated with Roztocze and distinguishing it among other tourist destinations,
- preparation of commercialised cultural tourism products, and commercialisation of already existing projects,
- development of new products of cultural tourism, e.g.:

  in the group of linear products:
  - commercialisation of the existing trails (e.g. Zamoyski Estate Trail, Trail of bunkers of the Molotov Line) in the form of an offer of trips targeted at various segments of recipients,
  - ensuring the uniform character of all thematic trails of the region, and placing descriptions in the form of information boards on the trails,
  - appropriate marking of the course of trails in the field and on maps,
  - preparation of field and internet descriptions of the aforementioned trails in several language versions (e.g. Russian, English, and German),
  - development of new thematic trails in accordance with the interest of tourists, e.g. related to towns located in Roztocze Rawskie nonexistent as a result of ‘Operation Vistula’,
  - connecting the trails of Roztocze with trails similar in thematic terms located in neighbouring voivodships, development of shared packages,

  in the group of site products:
  - development of thematic villages related to e.g. cultivation of onion, tobacco, hop, beans, flax, and canopies common in the region, and the history of Czerwieńskie Strongholds (Saściadka), or stonemason centres (Józefów, Brusno), weaving centres (Szczecrzyn, Frampol), and wheelwright centres (Guciów),
  - use of the potential of archaeological objects by reconstructing objects, preparing models and visualisations of fortifications and kurgans, developing open-air village museums, performances, outdoor events (e.g. Guciów, Saściadka),
  - development of products for military tourism enthusiasts (e.g. preparation of selected bunkers of the Molotov Line for tourists),
  - expansion of the offer by entities producing regional products based on traditional methods (direct sales shops), and entities presenting the process of food production,
development of ‘living open-air village museums’ – familiarising with the history of the region through staying in traditional cottages, workshops of traditional field works, or folklore handicrafts, in the group of place products:

development of a commercialised thematic product related to the heritage of the Zamoyski Estate. It could cover e.g. thematic modules related to towns founded by the Zamoyski Family (Klemensów, Zwierzyniec, Tomaszów, Józefów), historical buildings in the region founded by the family (e.g.: sacred, industrial, residential, and public buildings), elements of nature protection (RPN, Floriana, CZartowe Pole), cultural events (Zamość Theatre Summer, Hetmański Fair), or outstanding figures in the history of Poland related to the family.

A separate and important issue for the area of Roztocze also seems to be the improvement of the flexibility of the offer allowing for combining various types of tourism (e.g. recreational and active).

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Festival of Slavs and Vikings as an inspiration for the development of interest in reconstruction tourism

Abstract: The aim of this article is an attempt to show the current interest in Slavic and Viking history. In research carried out during the Festival of Slavs and Vikings in Wolin the diagnostic poll method was used, and a research tool was an anonymous questionnaire disseminated among the participants of the historic event in the Wolin by internet. The survey was completed by 178 people from all over Poland. They were from 10 to 60 years old. Analysis of the historical aspects and the findings of the study suggests the following observations concerning the Festival of Slavs and Vikings in Wolin. The festival is a source of a lot of historical information. It is also a way of spending leisure time. The historical event has become an important factor in the advancement of knowledge through practice and observation, extending interests, personality formation and the creation of wider horizons of thought. The festival serves educational and social functions by associating people with similar interests, and providing entertainment and leisure activities through the realization of own interests and a possibility to rest. The historical festival in Wolin keeps the participants satisfied. Although, according to some people, a turn to reorganization of festival is observed. The direction of this cultural event tends to contain a strict historical style being closed for spontaneous viewers as well as leaving commercialism for an authenticity and reconstruction. During the festival, a clear division in the performance of male and female activities is marked, which clearly refers to the old life and harmony and fulfillment in the roles assigned to gender. The festival is an event which reveals the past in a manner accessible to all. The interest in the early Middle Ages history moves the participants into ancient times. It is a detachment from reality, a rest from fast, hectic lifestyle and a departure from alienation. Furthermore, it could be the way of life and some kind of passion, especially for the participants.

Key words: Festival of Slavs and Vikings, reconstruction tourism

Introduction

Wolin is a town located in West Pomeranian voivodship, in Kamięń Pomorski district. The town has a rich historical past. In 7th century, the moment of
establishing a Slavic colony settlement at the Dziwna river, a big mercantile center emerged. At the cross of mercantile trails, with a good water communication to the Baltic Sea, Wolin grew to become a European town with the goods exchange. Chapmen from far-distant places came to the Slavic burg wall from Frisia, Scandinavia, Byzantium, Central Asia or Ruthenia. Inhabitants of Wolin, despite their own beliefs, tolerated different cultures, so they were familiar with habits of different tribes. In a big mercantile center – multicultural Wolin – the craftsman produced: articles made from amber, combs made of horn, ceramic pottery, as well as articles crafted form leather. Products were disseminated into sales markets in many European towns and the Middle East. The evidence of many mercantile deals are explorations of silver treasures or Arabian dirhams (Orłowska 2004, p. 13).

The name of Wolin is derived from the word ovel, which means oval or vel – humid. These words are slavic. However, Wolin is known also under some different names, as a result of its fame in many many places around the world (Matela 2005, p. 214). Among Baltic people it was called Jom (sand island), Vikings in turn called it Jomsborg, it means a burgh on a hill. The important fact is settlement of the island also by the people from the North. Their name is derived from the name of town – Jomswikings. In the tale of a marvelous island the name Wineta (Vineta) is also introduced (Chrzanowski 2007, p. 76).

Many tales are connected with ancient Wolin, which are saved in the town history. Wolin inhabitants, aware of the historic role of the town, and since 1970s show an amazing past of this place. A spectacle referred to Vikings’ attack on Wolin has been imitated. The event – Kupala Night – was organized annually throughout 20 years during the summer solstice, in June. The main attraction was a fight between invaders from Scandinavia (arriving on boats decorated in dragon heads) and Slavic warriors. The staging attracted many people. It was due to the assumption that Kupala Night was the antecedent of Festival of Slavs and Vikings. The first festival on Wolin was not in part a merit of Poles. The idea its of organization was begot during Poznań International Fair in 1992, then the contact between groups – dressed up as Vikings – from Międzyzdroje and different towns in Denmark was established. Danish warriors associated Wolin with ancient Jomsborg and Wi- nota, announcing thereby their arrival also for Kupala Night, and other events (Wolin. Kto lepiej tłucze…). The historical correctness of the festival was proved by prof. Władysław Filipowiak, who in 1952, on behalf of Archaeological and Ethnological Institute of Polish Academy of Sciences, conducted Wolin explorations. Festival of Slavs and Vikings started on 2 July, 1993. The authenticity to the whole venture added Stowarzyszenie Centrum Słowian i Wikingów (Association Center of Slavs and Vikings) throughout commerc-
Subjects were divided into age groups (Fig. 2).

The most numerous groups participating in festival were people aged 20–30 years old (52%) and younger – 10–20 years old (31%). In the study people aged 40–50 did not participate.

Voivodships of participants are shown at the Figure 3.

Most participants came from Great Poland (14%) and Silesia (13%), then from Mazovia and West Pomerania (13% each), and Pomerania (11%). The least interest in festival was in from Holy Cross Province (<1%).

The study method was a diagnostic poll, and research tool – a questionnaire.

Results

Respondents were asked to specify a number of visits at this event, starting from 1993 (Fig. 4). Most people came one time (36%) or two times (20%) to the festival. There were no people who declared a participation of ten times, however there were people who declared a greater number of visits (less than 2%). There were responses from respondents who did not participate in the festival (7%) but who expressed a will to do so, as they were earlier informed about it.

At the Figure 5 there are introduced sources of getting information about the Wolin festival. Mainly there are friends and the internet, but in options ‘others’ one can find: being an organizer, coming to the festival as a spontaneous tourist, visiting family in Wolin, getting an information about Wolin by a music team video clip recorded in this place, or also receiving the invitation from festival organizers. However, the most frequent response was being a member of the reconstruction team: Slavic or Viking and historical interests.
Reasons of participation in the Wolin festival are introduced at the Figure 6. The most frequent response is the interest in Slavs’ and Vikings’ culture (67% of respondents; 31% women and 69% men). At the second place is a will to participate in the festival program (19% of respondents; 35% women and 65% men). Thereafter, the participation in the biggest battle in Europe is chosen, then acquaintance of people with a similar interest, encouragement to come to the festival by good recommendations of this event, being an accompanying person or a will to spend leisure time with friends. Curiosity and amusement (3%) and a will to expand knowledge (2%) as a reason of participation are declared by the smallest percentage of respondents.

Fig. 6. Reasons of participation in Wolin festival
Source: own elaboration.

A membership to Viking or Slavic brotherhood is shown at the Figure 7. Amid respondents 65% of them responded positively. In the case of membership to some of reconstruction teams, respondents disclosed the name of a given team.

Fig. 7. A membership to Slavic or Viking brotherhood
Source: own elaboration.

According to respondents’ responses the festival gives a possibility to enlarge the knowledge of Slavs’ and Vikings’ culture (Fig. 8). The significant fact, often mentioned, is a possibility to exchange historical information with other festival participants, to elicit advices how faithfully to retrace a given life sphere of ancient tribes or also to share information about archaeological and bibliographical sources.

Fig. 8. A possibility to expand historical knowledge during the Wolin festival
Source: own elaboration.

Explicit majority (95%) of the festival participants feel safe at it (Fig. 9). Reasons why the festival does not seem safe to some participants (5%) is concerned with thefts during it, and also brawls of drunk participants and neo-Nazi appearing at the festival. One can complain about a weak security of the festival area.

Fig. 9. The sense of safety at the Wolin festival
Source: own elaboration.

Taking under the consideration satisfaction of this historical festival form (Fig. 10), 46% of respondents admitted that the form is very adequate, and 37% – adequate, whereas 12% respondents are dissent. The way of festival organization is not adequate for 5% of respondents, and less than 1% express entire disapproval to the festival (Fig. 10).

Fig. 10. The evaluation by participants of the Wolin festival form
Source: own elaboration.
The Festival of Slavs and Vikings is a good and interesting way to spend leisure time (Fig. 11). In the most admitted responses there are: a will to meet with friends, networking, and also acquaintance of people with a similar interest from the whole Europe. The important is also expanding of knowledge and skills in different disciplines realized in early medieval time, when is the prime of Slavs’ and Vikings’ culture. Tourists are very interested in observation of all reconstruction actions and daily life, a possibility of feeling a climate of these time, and also a way of fights. Many people admit that it is a good way to know history of ancestors by amusement. The important argument is the opportunity to commune with history by an interesting jollity together with a whole family or relatives. Relaxing in an active form is for men a better idea to spend leisure time than playing at the computer or watching TV. The respondents appreciate the fact that time goes more slowly at the festival, it is not accompanied by rush, so known at current times. It is a withdrawal from everyday reality, an excursion into the past, determined by respondents as something unusual and amazing. In responses, only men’s, there are sentences that it is significantly easier to absorb the knowledge that way than through reading books. Another value of the festival is spending of leisure time closely to the nature, at the fresh air, what is the advantage of relax. A great attention of tourist is paid to concerts, performances and shows – altogether it is an amazing spectacle. During the whole festival one can feel a nice atmosphere. Moreover, the festival provides tourists with quite different amusements than these customarily offered. Belonging to Slavic and Viking teams is a complement of their lifestyle, passion and interest possible to realize during it. It is also an opportunity to share own knowledge with others, exchange of opinions, to provide advice about ways and reconstruction techniques with people from the whole Europe, to increase own efficiency of the battle art or craft actions, to improve the reconstruction aspired to a greater reliability, a sense of membership to a group (in this case - team), and, as say permanent participants, a transfer to a nicer world.

Respondents expressed also an opinion about a need of the festival form and organization changes (Fig. 12). More than 66% of respondents would change nothing in this historical event, whereas almost 34% people taking part in this study state that change is needed.

The most frequently admitted responses express a transposition of an event character from commercial to more close, accessible mainly for participants involved in the reconstruction. It is clearly understandable that a great number of tourists is not desired. The festival organization should focus on a main event topic to conduct activities to enlarge and improve a historical side, so all reconstructions acts could be more real and reliable. Smaller significance would have profit or financial advantages from the commercialization of the festival. The important strand is the change of registration criteria of the participation in the festival to allow reaching also smaller groups, dealing with historical reconstruction. There are also other changes, as extension of the event duration, and enlargement of campsite and battle field area, and a construction of desks for observers. The big facilitation, in opinion of respondents, can be an access to the greater number of accommodation places, serving dishes for participants and an increasing of the object security range.

Discussion

Nowadays, amid multitude ways of spending leisure time and developing own interest it is difficult to decide and espouse a determined direction. Usually, people preferring interesting and active leisure time look for creative, developing body and mind forms of recreation. The performing of given actions brings joy and satisfaction. One can be then gratified and fulfilled, especially in the spirit aspect. The form of recreation and a way of spending leisure time, as a participation in the festival referring to history of Slavs and Vikings, can bring elements needed to develop spirit and body. The carried out studies confirm an assumption that the Wolin festival is this kind of way. In the whole Poland there are many centers of early medieval history interest.
The obtained results show that participants of the festival are newcomers. One time participation in the festival was confirmed by 36% of respondents (Fig. 4). The first time of their contact with the Wolin event is a kind of new experience, a meeting with an alternative form of recreation. Curiosity and a will to experience something out of the ordinary enforces it. A larger and better organized advertisement of this event has a great influence on the percentage of a single visit at the festival as compared to previous years. It influences also the increase of interest of these people who do not participate at the festival but they have knowledge about this topic and express a great will to come there in a role of impersonator or observer. It evinces hidden passions and interest in early history. People appearing more often at the festival desire to enlarge yet acquired knowledge, realize their vision of interest throughout imitative art and bond close interpersonal togetherness with acquainted earlier participants, they are admirers of history and want to improve practical knowledge. They consider that it is a good opportunity to do it in this temporary gathering of people interested both Slavic and Viking history. Adherents of the festival bring their own experiences and ideas from different corners of Europe.

The consequent question is the way of finding information about the festival. The response – friends as a main source of information – is not strange (78% of respondents) (Fig. 5). In majority, participants with a membership to Slavic or Viking teams come to the festival. The development of their own interest in an imitative team is realized by 65% of studied respondents. It is some kind of people association expressing a will to work in a group and simultaneously realizing their interest. Showing achievements, presenting them themselves at the festival, and education of consequent actions or enlarging knowledge is possible mainly due to conversations or other interactions of an educational character. There is no doubt that particular teams with premises near themselves communicate or collaborate, and this is a way to reach information about the Wolin festival. One can also take a look at it in a different way. Respondents not necessarily have to belong to the brotherhood, they can have friends choosing this just as a way of their interest realization. One can hear from them assuredly many opinions about the event, and therefore gain a will to experience by oneself a similar event. One can go to the festival in a role of observer and even more when one can hear a good recommendation from reliable friends. It can have a great influence on undertaking a decision about drive out of town.

The questionnaire analysis shows that a non-trivial role is played by the internet; 10% of respondents confirm it (Fig. 5). It is a predictable way of acquiring information. Using a huge collection of information from all over the world it is not difficult to know something about the festival. The rest of media do not play a significant role in getting information about this historical event. May be it is caused by a weak publicity in press or TV. Other reasons seem spontaneous, like tourist travelling and coming to Wolin or arrive there with friends. However, the interest in festival is not so big as in the case of permanent participants (Fig. 5).

The declared reason of arrival to the festival divide participants into two groups (Fig. 6). Those who come in regard to a strong interest in Slavs’ and Vikings’ culture (67% of respondents), and a will to participate in the festival program (19% of respondents) are in majority. Curiosity or amusement do not have yet such a big significance. One can state that people coming to the festival are markedly directed by the chosen aim, it means knowledge. Throughout the already acquired knowledge and skills they create various imitative character of the festival.

The phenomenon of interest in the Festival of Slavs and Vikings in Wolin is confirmed by data from Figure 3. Good developed voivodships and localized directly at the Western Pomerania, where the festival is held, are in lead. Assuredly, the good communication and existence of Slavic and Viking brotherhoods in these voivodships, associating people of a similar interest, influence it. The results obtained in the topic of Slavic and Viking teams at the Polish territory show the size of the interest in this topic and a will to strive for to a professional reconstruction of early medieval history. One can conclude that the interest in Slavs’ and Vikings’ culture is similar in the entire Poland. It is confirmed also by location of the biggest team centers with membership typically of young people (20–30 years old). Analyzing results one can notice that participants from bigger towns dominate. It concerns district towns with a good connection with voivodship capital, and therefore in majority of cases with a premises of the brotherhood. Sometimes, there are highly organized associations setting their own branches at the territory of the whole country or connected with other teams. The possibility of realization of own interest is the most affordable for people inhabiting or staying in the better developed towns. Why does this happen? The great influence on it can have a huge concentration of people. There are more adherents of oftentimes narrow subject matter than in communal towns. Besides it, in big towns live people characterized by diversity of interests and ideas, also with opportunities to use quicker information flow, more efficient realization of plans, a greater access to knowledge by libraries and high schools. There are also places to meet people interested in Slavs’ and Vikings’ history and set teams. All this influences the enlargement of information about a given group, collaboration with other groups of this type, and therefore looking for bigger events connected with this subject matter.
Participants of the festival agree on the possibility of enlarging historical knowledge during it (Fig. 8). This statement is expressed by 98% of respondents. It shows the first important function of the festival – education and diversity of obtained information. It evinces that the festival has a multidimensional character, does not limit only to one aspect increasing a range of accessible knowledge. The great interest is drawn to imaging of daily life and Slavic environment. It is agreeable with a depiction of Slavic huts introduced by Matela (2005, p. 137). The question is, why does this happen? What is the reason of interest in typical Slavic life aspects? The answer can be the parentage of us. One can observe unknown rites with transmitting in imagination to pre-Christian times. A pagan religion is a religion of ancestors, a faith of our fathers. One can come back therefore to the oldest beliefs cultivated at the Polish land, and also at the great part of Europe. Participants of the festival acquire information being indirectly their heritage, ousted by Christianization of Slavic tribes.

The festival very strongly refers to Vikings’ life aspects, as well. It shows their warriorhood and glory acquired at seas during battles. The expression of admiration for splendid, durable and fast boats and ships translates into interest in boat constructing methods. Present imitators are able to match to these techniques and create drakkars, introduced in Roesdahl’s depiction (2001, p. 81). During this opportunity one can observe their life during time free from conquests. At the festival tales connected with Wolin and Vikings are mentioned, as well. It involves arrival of jars or other dignitary to the Wolin Island in looking for a refuge, in mercantile aims or to create a Viking camp. This is in detail described by Orlowska (2004, p. 16–19). The Wolin event gives an opportunity to compare life of Slavs and Vikings. It discovers that Wolin is a contact point of their cultures, a place of bond collaboration or togetherness between these two different populaces.

Interesting for a participant is an aspect of division of women’s and men’s life roles. At the whole festival there is a definite disassociation of female and male duties. Production of jewelry, sewing of costumes and a way of their wearing activates curiosity. This style is coincident with this introduced by Gierlach (1980, p. 31). Spending of time amid people dressed in a style from the eleventh century can activate unusual, unreal feelings. It is assuredly a great variation. It is due to adding to it staging of rites, mainly Slavic as wedding ceremony (Matela 2005, p. 79), ceremonial hair-cutting (Urbańczyk 1991, p. 47) or funeral (Gierlach 1980, p. 20), and also rite of making a fire transferred to all festival huts and camps. A similar ritual is quoted by Moszyński (1967, p. 63). Rites and customs seem known. Many of them have remained to date, despite a great stress of a new religion. There were so strongly rooted in mentality of Slavic populaces that some details of rites were changed to be not in conflict with Christian faith. One can count among them caroling described by Matela (2005, p. 67), a holiday of spring advent and drowning of Marzanna, cultivating of egg symbol or lighting of twigs with buds (Gierlach 1980, p. 16–17). The connection of music with other disciplines of art brings out in participants awareness that they take part in something similar to be happened in ancient times. Respondents are willing to enlarge knowledge into each direction realized at the festival, and a connection of a leisure time spending with educational function throughout an amusement foster interesting duties. It concerns getting entertainment not only for the youngest but also for adults, as games, contests or tourneys. The festival plays also recreational role, in understanding of physical recreation because it is held at the open air and surrounded by greenery; it is, according to respondents, better than closing oneself in four walls. It creates the next function, namely social. Due to historical event new contacts and interpersonal togetherness bond. Very common in today’s world is the phenomenon of loneliness, alienation and anonymity. Unlike, it has very bad influence on networking of interpersonal contacts. The festival is an integrating determinant, focusing people of similar interests in one place. Being a participant and, at the same time, a member of a group gives a sense of membership to the group, being fulfilled, playing a chosen role. It is an attempt of actor’s craft with the emphasis on authenticity and originality. Participants have huge possibilities to exchange information and share experiences, warn and help each other, and sometimes compete. It can influence shaping some principles, personality features or gaining life experience, as well. The interest in early medieval history, its particular aspects can extend and create new ideas. It is a chance that a passion can become a lifestyle. One can devote it and strive for perfection in the found point and feel in it very well. One can see here a psychological aspect of shaping own attitude to world, milieu, interests and companion with people of similar views. The festival is a some kind of breakaway from reality, often grey, an excursion to different world with slower passage of time. There is no rush accompanied current times. It appears a desire to be closer to nature and coming back to harmony and calmness.

It is focused in these studies why different disciplines, introduced actions, imitated at the festival wake up different interest amid women and men. Duties, like wickerwork, sculpture or leather craft bring out an interest in both genders. However, it is distinct that world shown at the festival refer to life with the separate roles for each gender. Today the division of actions in regard to gender is not so distinct. One strives toward minimization of gender differences. In respondents’ responses men would like to become warriors again. A
will to expose male features appears, like courage, strength and warriorhood. Men want to perform purely male craft actions to have satisfaction from the creation process of its own. Whereas, women throughout looking to female actions come back to long before assigned them role. Female participants do not play a few social functions simultaneously, like in current times but they are close to the role of a former home lady and a good hostess. A return to this division of roles is very well visible in Slavic and Viking teams. It shows that gender revolution accomplished in the world gives new possibilities but also takes away some features assigned to both genders.

The Wolin historical event seems free from dangers (95% of respondent responses) (Fig. 9). The substantiation of it can be a fact that it is a thematic festival with participants of directed interests. They are inclined toward substantive aims and have expectations connected with early medieval thematics. It is important for them to develop their own skills and acquaint new people. One can add here also an opportunity to spend leisure time with family and relatives in a safe and nice atmosphere. Amusement or feasts are determinants of social life integration.

The festival form known currently for adherents of historical festivals has a great appreciation. The majority of respondents fulfilling the questionnaire are very satisfied (46%) or satisfied (37%) with the Wolin event (Fig. 10). It is an event standing out among festivals being held at the west of the country. It has a feature of originality and a niche, recognized as one of the biggest festivals of this type in Europe, and the biggest one in Poland. Versatility of this historical event is assuredly a determinant to attract participants. It is an adequate event to spend time with family or friends (98% of respondent responses) (Fig. 11).

In 1993 the first Festival of Slavs and Vikings has been held. Many years have gone by. It allows creating the festival form, the way of its organization, and generates need of changes improving this cultural event. Respondents in majority (66%) state that there is no need to reorganize the festival (Fig. 12). They are satisfied with the current status. The rest of respondents consider that festival should change into a less commercial event, closed for occasional festival guests. Only people closely connected with early medieval thematics would take part. It emerges here a need of closed event and sharpened thematics. The aspect of increasing authenticity and reliability of the festival appears, as well. The mitigation of its publicity would cause transmission of advertisement outcomes to increase quality of this event. History enthusiasts stand for it; they wish to focus on the main goal of the festival and lead to achieve perfection in general and particular reconstruction. They wish to emphasize mainly the Slavic historical aspect. There are in the questionnaire results also responses of people coming to the festival in a role of observer. Here, the situation is reversed – one can express a need of the festival praise, creation of greater possibilities to participate of incidental visitors in it. One can propose enrichment of a program and an extend of the festival area. The role of organizers is to center the needs, to create suitable solutions to reduce lacks and boost conveniences. One can strive toward as much as possible to satisfy both groups participating in this festival: Slavic and Viking.

**Insights**

1. Culture and religion of Slavs and Vikings is a source of historical information for the festival participants. As a way to spend leisure time it appears an important determinant influencing on deepening knowledge throughout practice and observation, extending of interest and broadening horizons and shaping personality. The interest in early medieval history transmit participants into different times. It is a breakaway from reality, resting from the quick life rate and counteract alienation. For participants it is a passion and a way of life.

2. The Wolin Festival of Slavs and Vikings plays many important functions: amusement and social throughout gathering of people of similar interest, educational throughout assimilation of knowledge during jollity, and physically recreational throughout an active recovery.

3. The Wolin historical event is in a whole adequate for participants. The festival shows the past in an accessible way for all. Return to full of life history throughout a complete engagement definitely helps to assimilate historical facts.

4. One can notice a tendency of the festival reorganization to closely historical direction, closed for incidental spectators, and a movement away from commerciality to the side of authenticity, as well.

5. The participation in the Wolin festival enjoys increasing popularity. A better promotion of the event causes more and more visits of adherents. There are attractive determinants, innovation, unconventional character and distinctness as compared to other cultural events.

6. During the festival a differentiation in performing of female and male actions is distinct, referring unequivocally to ancient life harmony and fulfilling in roles assigned to a given gender.
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Museums of the Lower Silesia Province
on the cultural and tourist map of Poland

Abstract: At the country level, the Lower Silesia Province takes the 5th place in terms of the number of museums, and the 4th place in terms of the number of persons visiting the museum facilities annually. These results allowed Lower Silesia to take a position in front of 2/3 of Provinces. However, only 2 facilities – Racławice Panorama (a division of the National Museum) and National Museum (exhibitions in the main hall) in Wrocław are visited annually by over 100 thousand persons, and the next 2 – Museum of Papermaking in Duszniki-Zdrój and the Bolków Castle (division of the Museum of Karkonosze Mountains) are visited by 50 to 100 thousand persons. The top museums in other parts of the country have obtained much better results; Mazovia and Małopolska Provinces can pride themselves on facilities visited every year by over a million persons. Furthermore, in Warsaw, Cracow and Gdansk, there have been multiple new museum facilities opened in the recent years, greatly appreciated by the visitors. There are currently several museum investments implemented in the Lower Silesia which could become the flagship attractions of the region. In 2016 Wrocław will be enriched with such museums as Pan Tadeusz Museum, devoted to the Polish national epic. In Wrocław there is also the Museum of Art under construction in the Four Domes Pavilion, as well as the Depot History Centre. Outside the capital city of the Lower Silesia Province, there is large investment under development in Duszniki-Zdrój that will result in new exhibitions presenting Polish paper money and modern art. There is a chance that Lower Silesia Province will catch up with Mazovia and Małopolska in terms of the number of museum visitors in the nearest years.

Key words: Lower Silesia Province, museums, visitor, investment in museums

On a nation-wide scale, Lower Silesia Province is included among regions with the greatest potential. In terms of area, it is on the seventh place, with a share at the level of 6.4%. The demographic potential is even more favourable; in this category the Province takes the 5th spot, with 7.6% share. The share of the region in GDP in 2014 was estimated at the level of 8.5%. Undoubtedly the region is driven by its capital city, where a number of investments of great
Poland 2015. This positive trend results mostly from the investments performed for the benefit of national museums after the Polish accession to the European Union, with most of standard facilities having been modernised or constructed using the Union funds.

Tab. 1. Key data on museums for 2014 by provinces

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of museums</th>
<th>Number of visitors (in thousands)</th>
<th>Visitors per 1 museum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>844</td>
<td>30,609</td>
<td>36,266</td>
</tr>
<tr>
<td>Mazovia</td>
<td>120</td>
<td>9,026</td>
<td>75,216</td>
</tr>
<tr>
<td>Malopolska</td>
<td>116</td>
<td>8,038</td>
<td>69,293</td>
</tr>
<tr>
<td>Wielkopolska</td>
<td>90</td>
<td>1,109</td>
<td>12,322</td>
</tr>
<tr>
<td>Pomerania</td>
<td>69</td>
<td>2,149</td>
<td>31,144</td>
</tr>
<tr>
<td>Lower Silesia</td>
<td>62</td>
<td>1,809</td>
<td>29,177</td>
</tr>
<tr>
<td>Silesia</td>
<td>62</td>
<td>1,423</td>
<td>22,951</td>
</tr>
<tr>
<td>Łódź</td>
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</tr>
<tr>
<td>Podkarpackie</td>
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<td>1,423</td>
<td>29,040</td>
</tr>
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<td>Lublin</td>
<td>48</td>
<td>1,092</td>
<td>22,750</td>
</tr>
<tr>
<td>Kujawy-Pomerania</td>
<td>31</td>
<td>835</td>
<td>26,935</td>
</tr>
<tr>
<td>Holy Cross</td>
<td>30</td>
<td>683</td>
<td>22,766</td>
</tr>
<tr>
<td>Warmia-Masuria</td>
<td>30</td>
<td>507</td>
<td>16,920</td>
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<tr>
<td>Podlasie</td>
<td>28</td>
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<tr>
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<tr>
<td>Opole</td>
<td>16</td>
<td>223</td>
<td>13,925</td>
</tr>
</tbody>
</table>

Sources: stat.gov.pl.

Observing the above phenomena, a question arises regarding the condition of the museum trade in the Lower Silesia Province – in the region with the greatest number of immovable historical monuments, but also a great tourism potential. Similarly to other parts of the country, the number of museums is also increasing here. In 2005 there were 45 facilities, in 2010 – 58, and in 2014 – 62. The share of the region in the number of museums had, thus, reached the level of 7.3% two years ago. In the consecutive years, the museums were visited by 1,086 thousand, 1,689.7 thousand and 1,809.2 thousand persons, respectively (Statistical Yearbook of Lower Silesia Province 2015). In these terms, Lower Silesia Province is on a position significantly below its potential, with only 5.9% share on a Poland-wide scale. Furthermore, in terms of the average number of visitors of a statistical museum facility, Lower Silesia Province does not show favourable values. In relation to the entire country, this parameter reached the number of 36,266 persons in 2014, and only 29,177 persons for our region (Statistical Yearbook of the Republic of Poland 2015).
The position of a definitive leader in the country, both in terms of the number of museums as well as the number of visitors, is held by Mazovia Province. The number of 120 museums results in the region’s share of 14% on a nation-wide scale, however over 9 million visitors account for almost 1/3 of visitors of all Polish museums (Statistical Yearbook of Mazovia Province 2015). The biggest and most important capital city museums have been operating there for many years, including: Royal Castle, National Museum, Royal Palace in Wilanów, Royal Lazienki, every year attracting hundreds of thousands of visitors. Furthermore, there have been several new museums opened in Warsaw in the recent years which have become important points on the cultural tourism maps, not only for Warsaw, but also for the entire country. Among the above, one must not the Warsaw Rising Museum, opened in 2014, the Frederic Chopin Museum, made available to the public in 2010, or the Museum of the History of Polish Jews open since autumn 2014. Concurrently, the Museum of Polish History is being erected in Warsaw and will be opened on the one hundredth anniversary of independence. This facility, due to its educational qualities, has a chance to become one of the top museums in our country.

In the world of museums, Małopolska Province follows Mazovia Province. 116 of museums located here were visited by over 8 million persons in 2014 (Statistical Yearbook of Małopolska Province 2015), accounting for almost 70 thousand visitors per facility. This result was obtained mostly due to the capital city of the region – Cracow, which is the most frequently visited Polish city, not only by the Polish people, but also foreign tourists. Among the museum facilities of Cracow enjoying great interests for many years, the top ones include: Wawel Royal Castle, John Paul II Cathedral Treasury Museum in Wawel, National Museum, Museum of the Jagiellonian University. The recent years brought an increase in the number of visitors of the Museum of History of Cracow the particular divisions of which gather a number of important tourism facilities: Market Underground made available since 2010 as well as the Factory of Emil Oskar Schindler (Folga-Januszewska 2011). In addition to the Cracow facilities, the National Museum in Auschwitz-Birkenau, with its number of visitors exceeding 1.5 million annually, has a significant impact on the visit rate of Małopolska museums – this institution is the most frequently visited museum in Poland (Auschwitz-Birkenau).

In terms of the greatest number of museums, Wielkopolska Province takes the third spot, however 90 facilities in this area were visited by only slightly over 1.1 million persons (Statistical Yearbook of Wielkopolska Province 2015).Statistically, one museum of Wielkopolska Province is visited by only 12,322 persons, which gives the region the last spot in the country.

In terms of the number of museums as well as the number of visitors, Lower Silesia is also ahead of the Pomerania Province. At the end of 2014 there were 69 museums Pomerania, visited by over 2.1 million persons (Statistical Yearbook of Pomerania Province 2015). On average, one museum facility was then visited by over 31 thousand visitors. In addition to the best known museums of Gdańsk, inter alia Central Marine Museum and the particular divisions of the Museum of History of the city of Gdańsk (inter alia: Artus Court, Uphagen’s House) (Folga-Januszewska 2011), the Castle Museum in Malbork, visited annually by ca. half a million persons has a great impact on the results of Pomerania Province museum trade.

Silesia Province has the same number of museums as Lower Silesia. However, the facilities located there are visited annually by ca. 400 thousand people less than museum in our region (Skrzyczki 2014). The Silesian Museum in Katowice, erected at the cost of PLN 273 million, out of which 181 million was obtained from the Union funds, has been noting an increasing visit rate (Museum today).

Other provinces have a lower number of museum facilities than Lower Silesia Province, with a greatly lower general number of visitors. This results mostly from their smaller area and, thus, lower number of cities and historical facilities.

The reasons of poorer condition of Lower Silesia museum trade in comparison to Mazovia, Małopolska or Pomerania provinces are puzzling. One of the objective reasons for this is the lower concentration of high ranking monuments in comparison to Warsaw or Cracow which, due to their history, are the Polish flagship landmarks on a global scale and are included in the routes chosen by foreign tourists according to the key of flagship monuments or facilities entered in the UNESCO world heritage list. Both Warsaw and Cracow have such facilities. The Royal Castle in the capital city and the Wawel Royal Castle are part of the areas entered in the world heritage list (similarly to a number of other museums in Warsaw and Cracow). The separate entries in the UNESCO list feature, for instance, the Nazi Auschwitz concentration camp and the Teutonic Order Castle in Malbork – facilities administered by top museums in terms of visit rates in Poland. Although Wrocław can also pride itself on an entry in the UNESCO list – Centennial Hall, this facility does not serve museum purposes (a part of the complex – Four Domes Pavilion, will be made available in 2016 for a museum exhibition – for more details, see the further part of this study). The region lacks museum facilities of high rank. Lower Silesia Province has the largest number of History Monu-
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ments in Poland, but these include only museums in the area of the complex of the old town of Wrocław and, additionally, the paper mill in Duszniki-Zdrój. Other facilities of Lower Silesia Province from the UNESCO lists and History Monuments serve other functions (sacral, hotel or tourism, etc.).

Another reason for the lower number of visitors of Lower Silesia museums in comparison with Mazovia or Małopolska Province is the scope of investments performed there in the recent years. Completely new museum facilities were opened in Warsaw, such as: Warsaw Rising Museum, Frederic Chopin Museum or Museum of the History of Polish Jews which became best-sellers among the visitors. Similarly, the effect of significant investments in Cracow are the divisions of the Museum of History of the City of Cracow: Market Square Underground or Schindler’s Factory.

After Polish accession to the European Union, there were also multiple museum facilities opened in Wrocław, but they did not gain great popularity with tourists in comparison to the museums in Warsaw or Cracow (Maciejewska 2011). Some hope for overcoming this unfavourable tendency has appeared in recent years due to significant assets allocated for museum investments. These assets resulted in several new investments in the Lower Silesia Province museums that will be completed in 2016. In Wrocław these will include: Pan Tadeusz Museum, Depot History Centre, History of Modern Art (division of the National Museum) in the Four Domes Pavilion. In addition to Wrocław, there is a multi-million investment in progress in Duszniki-Zdrój. Investments in Pan Tadeusz Museum, Depot and Museum of Paper-making are financed mostly from the funds from the Norwegian Financial Mechanism (NFM) and European Economic Area (EEA) funds the operator of which is the Ministry of Culture and National Heritage, and the museum in the Four Domes Pavilion will be opened due to funds from the European Regional Development Fund, with significant share of own contributions provided by the organisers of the said institutions.

Pan Tadeusz Museum is a joint initiative of the Mayor of Wrocław – Rafał Dutkiewicz, and director of the Ossolineum, Adolf Juzwenka. The grounds for foundation of the facility was the manuscript of the Polish national epos – ‘Pan Tadeusz’ [Sir Thaddeus]. The masterpiece was deposited in the Ossolineum from 1947 to 1999, the righteous owner, Jan Artur Tarnowski, decided to sell the manuscript to the Ossolineum, and the funds for its purchase were provided by the Commune of Wrocław (Pan Tadeusz Museum). A decision was made to use the manuscript to create a museum, using the tenement house Pod Złotym Słońcem on the market of Wrocław to house this facility. The concept of creation of a museum presenting in an attractive manner both the manuscript and the national epic was not implemented then due to lack of proper funds. The exhibition presenting the history of ‘Pan Tadeusz’ was made available for visitors in 2011 in the tenement house Pod Złotym Słońcem, but the proper museum was still under construction (Maciejewska 2012). A chance for completion of the investment was provided by the NFM and EEA centres created in Poland – sources from which the Ossolineum received PLN 38,491,789 in 2014 as co-financing for implementation of the project ‘Pan Tadeusz Museum in Wrocław – Innovative Space – Education through Culture’ (Skrzyzcki 2014). Completion of the project implementation was planned for April 2016: pre-premier curator tours were conducted from 22 April to 2 May, and an open day was planned for 3 May, with normal activity commenced on 4 May. Pan Tadeusz Museum is considered the most modern museum facility in Wrocław; in addition to original exhibits, the museum features also installation of hundreds of virtual novelties, including the oculus allowing the visitors to rise to the sky, steam screens for display of films as well as other innovative exhibition solutions (Piekarska 2016).

Depot History Centre is a museum facility that will be opened thanks to the funds from the same source as Pan Tadeusz Museum. Co-financing from external funds will be PLN 15,019,203, accounting for almost a half of the eligible costs of the project (Skrzyzcki 2014). As a result of the investment, the former bus depot at Grabiszynska street will become a centre of permanent and temporary exhibitions devoted to post-war history of Wrocław. The authors of the concept followed the example of the Warsaw Rising Museum; the exhibits will include the car in which Polish people were transported to Siberia, saturator from the times of the Polish People’s Republic, butcher’s shop from the same period and even a prison cell. The opening of the museum is planned for the end of August 2016. The new facility will be a cultural institution co-administered by Wrocław and the Memory and Future Institute as well as the Ministry of Culture and National Heritage (Ratajczak 2016).

The Four Domes Pavilion is a part of the Centennial Hall complex, a facility entered in the UNESCO national heritage list and History Monuments. After World War II it was used by the Feature Film Studio as an atelier, and several years ago it was transferred to the National Museum in Wrocław in order to create a division – Museum of Modern Art. The project is implemented due to co-financing from the funds of the European Regional Development Fund in the amount of PLN 52,821,836.79 and from the funds of the province authorities in the amount of PLN 31,469,711.57. The total value of the task is 84,291,548.26 (Four Domes Pavilion) and is the largest of the currently implemented investments in Lower Silesia museums. The Pavilion will feature a display of the collection of Polish modern art – works by Witkacy, Tadeusz Makowski, Jerzy Nowosielski, Tadeusz Kantor, Władysław Hasior,
Katarzyna Kozyra and Magdalena Abakanowicz. The investment was first planned to be implemented in years 2013–2015 (Kołdyńska 2014), however the high level of complexity of the construction works resulted in postponement of opening of the new exhibitions for June 2016. The National Museum in the new facility will gain over 9.1 thousand m² of area, a great part of which will be devoted to exhibition purposes (Four Domes Pavilion). In connection with attractive location of the facility (near a ZOO and Centennial Hall rotunda) and employing cutting-edge exhibition techniques, the new exhibitions presenting artworks of the most prominent Polish artists might become one of the biggest museum attractions of Wrocław.

The only museum investment funded from NFM and AAE, in addition to Wrocław, is implemented in Duszniki-Zdrój, and it regards re-development for exhibition and educational purposes of the previously unused rooms of the former paper drying floor in the historical paper mill. The Museum of Papermaking has been conducting the investment since 2012, however only the European funds allowed to accelerate this process. The value of the project reaches PLN 10 million, however EEA and NFM provide the amount of PLN 6,682,490 (Skrzycki 2014). Other assets within the scope of own contribution were provided by the local authorities of the Lower Silesia Province. Due to project implementation, in November 2016 the Museum of Papermaking will be enriched with, inter alia, two exhibitions: paper modern art (this will be the first exhibition of this type in Poland) as well as educational exhibition illustrating comprehensively the problems of the Polish paper money.

Prudent estimates assume an increase in the number of visitors of the exhibition in Duszniki-Zdrój by ca. 20% in relation to the current number, allowing the facility to strengthen its position of the most willingly visited museum in the southern part of the region.

In addition to the previously discussed museum investments in Lower Silesia Province, completion of construction of the new seat of Wrocław Modern Museum is planned for 2016. The facility was opened in 2011 as a culture institution of the city of Wrocław and it conducts its activity in the former anti-aviation shelter, erected in 1941 at the Strzegomski square. The target seat of the institution will be a completely new facility, constructed in the centre of Wrocław, next to Racławice Panorama, Museum of Architecture and Academy of Fine Arts (Wrocław Modern Museum). In connection with the distant perspective of release of the new museum for use, the facility extends its activity in the former shelter, popularising modern art and art of Wrocław from the 2nd half of the 20th century. (Four years of Contemporary Museum Wrocław). Due to its location, the new seat might also become one of the most important points on the tourist map of the capital city of Lower Silesia Province, thus increasing the number of visitors of the regional museums.

A very important aspect of new investments in the museum trade is providing access to new exhibitions to the disabled. The projects currently implemented in the museums of the Lower Silesia Province also provide for facilities assisting disabled visitors. The Museum of Papermaking addresses these issues to a great extent. ‘The project assumes innovative solutions devoted to facilities dedicated to persons with motor disabilities, but also creation of special routes for blind and deaf persons as well as persons with sight and hearing impairment. An essential element of the project is elimination of architectural barriers as well as employment of all and any tools increasing the level and quality of participation, inter alia through providing some exhibits with Braille’s inscriptions, addition of typology maps and spatial diagrams, typhlo-acoustic recordings, special linear and topical designations on the floor, Braille’s spatial identifiers and call-hear system, convex-relief painting copies, audio-descriptive descriptions of objects and film presentations as well as the electronic visit support system’ (Seredyńska 2014). Similar solutions have already been introduced in other newly constructed museum facilities.

Lower Silesia Province institutions have obtained substantial assets for investments in museums in the recent years. Their final stage was synchronised with the European Capital of Culture edition for 2016. Due to the currently performed investments, Lower Silesia Province will see several new museum exhibitions that will surely become significant tourist attractions. Lower Silesia Province will certainly not get ahead the leaders in terms of museum attractions – Mazovia and Małopolska Provinces, but it might get close to them, both in terms of number of museum facilities as well as their attractiveness and number of museum visitors.

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Cultural tourism as a branded tourism product... (products in Poland)

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‘Extraordinary inhabitants of Szczecin and their tenement houses’ as an example of brand tourist product of Szczecin

Abstract: Cultural tourism is the most preferred form of travelling. Among the wide variety of tourism products from the circle of cultural tourism trails are distinguished by being a conglomeration of various attractions, services and goods offered to tourists on individual routes. Their reach often refers to the area of one (e.g. Tartar Trail), two provinces (e.g. Lighthouse Trail, Piast Route), as well as its range can cover a large part of the country (e.g. Cistercian Route). In many places in Poland there are also formed urban cultural routes, which center around a specific topic lead tourists in the less frequented parts of cities, giving the opportunity to explore the area with different perspective. Trails of this type usually include secular and religious buildings representing a particular architectural style, as well as presenting important events from the history of cities and famous people who have their lives linked with to the city. An example of this kind of action is created in 2012 in Szczecin trail called ‘Extraordinary inhabitants of Szczecin and their tenement houses’. It represents the first attempt to diversify tourism offer of the city. The unique tourist product, which aims to approximation by successive points on the route of life and activities of people who have had an impact on the identity of the city, as well as draw attention to the wealth of history and not easy to restore the memory of its contemporaries as the inhabitants who were associated with Szczecin. The aim of the article is to present the trail ‘Extraordinary inhabitants of Szczecin and their tenement houses’ as an example of creating a tourist brand products in the urban space.

Key words: Szczecin, tourist product, cultural tourism

Introduction

Cultural tourism meets the expectations of cognitive tourists who mainly appreciate the educational value made by each other trips. By moving along designated routes they have the opportunity to discover the most interesting monuments. This is a proposal both for people who are visiting for the first time a given city or region, but especially for those who know them, and want to know from a slightly different angle. The article presents issues relating to cultural tourism, in detail and to one of its forms, namely, thematic cultural routes. The
following section discusses the existing trails in Szczecin. And among them the title ‘Extraordinary inhabitants of Szczecin and their tenement houses’, which is the main subject of the article, its creation and functioning in the tourist offer of the city distinctive against the background of the already existing routes. Because its leitmotif is the people, the buildings, in this particular case – the houses are only a backdrop for storytelling about how the city was once Szczecin and how interesting and original personalities inhabited it. The next part refers to the formation and creation of tourist brand products.

Cultural tourism – basics

The phenomenon of cultural tourism is spreading in many cities that are competing in the diversity of the tourist offer, they want to attract as many visitors but also tourists themselves are becoming more demanding and better educated. Hence the proposals of tourist routes, events and attractions cannot be based on a primitive entertainment for the masses, but must be dedicated to a specific audience. In the literature we meet the many kinds of cultural tourism, as a response to the identified needs and interests of specific audiences. Among them we can distinguish high culture tourism, educational tourism and common cultural tourism. (Tab. 1) Referring to the tourist trails, which are the subject of this article by Polish Tourist and Sightseeing Association ‘trail is demarcated on the ground route, used for tours, marked uniform characters (symbols) and equipped with information devices that provide safe and peaceful stay for tourists of any level of skill and experience, all year round, in all weather conditions’ (Marking tourist trails…, p. 4.) However, these are routes designed for active hiking, biking or skiing. Otherwise it is with thematic cultural routes, which usually occur in urban areas, they combine monuments and places associated with some overriding idea – theme trail (Stasiak 2007, p. 5), which ‘has as its focal point of cultural value or element of cultural heritage’ (Mikos von Rohrscheidt 2009, p. 385). Both in Poland and in the world this type of trails are very popular among tourists. Inscribed even in a canon of places that you should visit. So it is e.g. The Piast Trail or Trail of the Eagles’ Nests, which is annually traversed by children and school youth as a compulsory element of education combined with active learning about the history of the country. In addition, we can distinguish trails presenting the monuments of architecture and industry such as Industrial Monuments Route of the Silesian Province, The Lighthouse Trail, or The Trail of Wooden Architecture. Thematic routes closer biographies of famous figures such as The Nicolaus Copernicus Trail or The Frederic Chopin Trail. Also present a wealth of ethnographic lands among them The Kashubian Trail or The Folk Crafts Trail in Podlasie.

It should be noted that outside designated routes within our country, also intersect trails going through several countries. They are connected mainly with the old pilgrim routes, (Pomeranian Way of St. James) or trade routes (European Amber Road). Now they recreate their course, creating another tourist attractions, but also contributing in this way to expansion of knowledge in the field and cultivation of the cultural heritage.
Tourist routes in Szczecin

In Szczecin, over a long period of time there were only two tourist trails. Gold and City Tourist Route. The first of these leads through the city center that abounds in beautiful green areas, such as Jasne Błonia, Kasprowicz Park and Rose Garden. Tourists can traverse it on foot or by bike. Besides the natural advantages of the trail along it there are located distinctive architecture sites. Among them, the Renaissance Castle of the Pomeranian Dukes (constituting the biggest attraction of Szczecin), St. Peter and St. Paul gothic church, Royal Gate owned Prussian times to the city’s fortifications. Moreover, the are monuments of: Boguslaw X and Queen Anne, Colleoni, Sailor, Czyn Polaków. The second trail in the capital of the West Pomerania is the City Tourist Route, established in 1993, the year of the 750th anniversary of granting municipal rights to Szczecin. Its initiators were the city officials and members of the local branch of the Polish Tourist and Sightseeing Association. The trail is very well marked, to follow it you just need to look at your feet because the trail is marked with red dashed line on the urban pavement. It is 7 km, while the number of monuments located on it amounts to 42. Tourists going along the trail, have the opportunity to discover the most interesting monuments of Szczecin, such as the already mentioned Pomeranian Dukes’ Castle, the Cathedral of St. James, the National Museum on the Wały Chrobrego, Maritime Academy, the building of the Regional Office, Old Town Hall and others. The track also includes buildings that are not historical, but their uniqueness and functions attract visitors, such as the award-winning in the most prestigious architectural competitions Szczecin Philharmonic (filharmonia.szczecin.), the Centre for Dialogue – Przełomy, or a branch of the National Museum in Szczecin, with exhibits taking visitors on a journey through the recent history of the city and the whole of Western Pomerania. The above-mentioned routes, maybe not entirely, due to the relatively long stretches to overcome, but at least in part, are visited by tourists, who are for the first time in Szczecin and want to see the most important, most valuable landmarks of the city.

Tourist trail ‘Extraordinary inhabitants of Szczecin and their tenement houses’

The novelty on the tourist map of the city turned out to be the idea made by lovers of Szczecin, namely the Socio-Cultural Association POMIEŚCIENOGA. ‘Extraordinary inhabitants of Szczecin and their tenement houses’ is the name of a theme trail, which was created in 2012. Its initiators wanted to present in this way an interesting and often turbulent story of the people who lived in it, as well as the fate of the city and precisely the beautiful buildings that survived the turmoil of war. On the trail there were thirteen buildings. They were the place of residence, both pre- and post-war inhabitants of Szczecin, unusual individuals, officials, factory owners and artists. Along with the appointment of the trail started a variety of promotional and branding events. The trail was presented on the Polish stand at the International Tourism Fair ITB in Berlin in March 2012. The first opportunity to cross the trail with a guide was an event taking place periodically called Picnic on the Oder, in May 2012. At the same time the Mobile Guide to Szczecin ‘Visit Szczecin’ was created, where is a trail ‘Extraordinary the inhabitants of Szczecin and their tenement houses’. A special distinction was to include the trail in the celebration of European Heritage Days, whose aim is to promote historical sites, cultural and historical education. In 2012, the event was held under the slogan ‘Secrets of everyday life’. The motto perfectly describes the trail that shows seemingly ordinary houses where extraordinary people lived. Then came the graphic design and content of both website promoting the trail and thirteen boards, which hung on distinguished buildings. There was also launched a fanpage on the popular Facebook website (May 2016). More than five thousand users liked the page. Moreover, the unveiling of plaques mounted on the buildings has a unique setting. The buildings were arranged in such a way so they reflect the profession or interest of a particular individual. For example, in front of the building of an architect and urban planner of pre-war of Szczecin, Wilhelm Meyer-Schwartau, a special tube of paper butterflies that flew in the sky was released, due to the fact that in his private life he was a great lover of entomology. Another example was the ceremony of unveiling the plaque of Emil Stoewer, the pioneer of the automotive industry, who, together with his brother, led the Stoewer-Werke AG company in Szczecin, and was engaged in the production of sewing machines, typewriters, bicycles, in later years, mainly cars and buses (Czejarek 2015, p. 91). Under his tenement house came Jutta Barckmann, a granddaughter of the second brother – Bernhard Junior. She came with her husband from Hamburg to Szczecin in the original cabriolet Stoewer R150 of 1934, the only existing car of this model (aktualnosci,stoewer_powrocil…). Some of the events have praised the individual, as was the case in unveiling the plaque at Bohaterów Warszawy Street, where in the years 1956–2010 lived Janina Smolesnk – an army soldier, nurse partisan in the Vilna region, after the war Polish teacher in Szczecin schools. The ceremony was accompanied by soldiers of the 12 Mechanized Brigade, the unit of which Janina Smolenks is a godmother the banner (www.wszczecinie.pl…). The ceremony was also accompanied by the choir ‘Kombatant’,
which performed the songs of the soldiers. There were also memories of former students. The added value of the trail is the opportunity to learn by tourists, and often by the residents of Szczecin from the history of the city. Western Pomerania, is a part of the so-called Recovered Territories, despite the passage of years there is still lingering issue commemorating German heritage, which is still controversial. It did not avoid the initiators of the trail, who had to deal with opponents to commemorate such individuals as George Heinrich, a German actor, born in Szczecin. The main accusation was the fact that after Hitler came into power, the actor was actively involved in propaganda activity by playing in many Nazi films. Unveiling of the plaque was not accompanied by any ceremonies, which led to withdrawal of organizers. Finally, the city authorities, who participated in the creation of the trail made the decision to remove the board, after a consultation with historians about the infamous card from his biography, which was lacking in the original version.

Among them, there are citizens of the German Szczecin. Julo Levin, an expressionist painter, because of his Jewish origin ended tragically in the death camp at Auschwitz. Leon Jessel, a native of Szczecin, although he grew up in a merchant family, he found his calling in music. He gained fame as a highly regarded composer, choirmaster, conductor, music director in many German cities (encyklopedia.szczecin.pl…). For him, fate also was not gracious, tortured by the Gestapo, he died as a result of injuries. Kurt Tucholsky was born in Berlin in 1890. He was a writer, journalist, satirist and the author of the plays cabaret (pl.wikipedia.org/wiki/Kurt_Tucholsky). Erwin Ackerknecht, professor, educator, writer and librarian, a longtime manager founded Municipal Library in Szczecin in 1905. He took care of the development of libraries by implementing many pioneering ideas such as a library for the blind, the first touring musical library in Pomerania. On his initiative on the streets of Szczecin there were vending machines selling newspapers and books, which at that time was a real revolution (szczecin.wyborcza.pl/Szczecin…). Heliodor Sztark, is a very interesting personality of pre-war Szczecin, a comprehensively educated Polish engineer, fluent in four languages, a diplomat and consul of the Second Polish Republic in Cologne, Leningrad and Szczecin in the years 1931–1938. Antoni Kaczorowski, a Pole born in Lviv (Ukraine), became famous as an actor, singer, also manifested directorial talent, and served as a director of a theater. As a soldier in the Anders Army he crossed the combat trail, he fought at Monte Cassino and the Battle of Ancona and Bologna. In 1958 he settled in Szczecin, where he devoted himself artistically on the stage of contemporary Operetta (encyklopedia.szczecin.pl/wiki/Antoni_Kaczorowski). Another well-deserved character for Szczecin as well as getting registered in the building where she lived in the trail is Janina Szczerksa. The teacher, the first director of the I Secondary School in Szczecin, this function she was held by her for 13 years. Helena Majdaniec known Polish singer of such hits as ‘Lovers are among us’, ‘Tomorrow will be a good day’. Stanisława Engelówna, a Polish theater actress, a beautiful woman who plays many roles in both theater and film. With Szczecin she was tied at the end of 1950s by signing at the local theater. All of these people, their rich, often confusing biographies are a reflection of the times in which they lived. They also illustrate a piece of the city, which was once Szczecin. Beautiful, thriving center with factories, shops, cultural and social life, which was interrupted by World War II. Then came the first, difficult years of pioneering Poles of Szczecin, who painstakingly raised from the devastation. To once again regain their former vigor and brilliance, but already a completely different population, who flowed here from the former borderlands of southern and central Poland, as well as forcibly displaced as a result of Operation ‘Wisła’ a large part of Ukrainians and Lemkos. The seemingly ordinary tourist trail possesses so much content. In addition, the route of the trail leads tourists beyond the strict center (Fig. 1), which concentrates most of the major attractions of the city. Thus giving the tourists an opportunity to get to know the city from a less representative side, by venturing into the areas usually bypassed the trips, to get to know the city as it is. Without unnecessary glitz, the sidewalks are not always even, the neglected backyards of houses bitten by tooth of time. Moreover attraction in itself is a unique urban layout of downtown radially streets that intersect numerous roundabouts and green areas. Its creation is owed to a municipal councilor, Konrad Kruhl, who carried out construction, and who in 1874 he developed a plan for expansion of Szczecin. The city does not satisfy the growing needs of constantly increasing number of inhabitants, and the existing since the Swedish fortifications effectively prevented its development. Hence the decision to demolish fortifications. Kruhl’s plan perfectly combined the existing suburban settlements, use of existing routes outlet of the city, as well as the roads around the fort, with coaxial course. The main streets have two lanes, rows of trees and gardens between the sidewalk in front of a block. Where crossroads designed squares with rectangular and circular (Woloszyn 2005, p. 30). Interesting is also the fact of assigning the three main town squares (Grunwaldzki, Odrodzenia and Szarych Szeregów), which reflected, some looking in the stars, and specifically in the Belt of Orion (Alnitak, Alnilam, Mintaka).
In addition, according to Greek mythology, Orion was the son of Poseidon – ruler of the seas (urbnews.pl/gwiezdne-inspiracje-w-urbanistyce). And as you know Szczecin, although there is the sea, it has always been related to it. Besides the people who inhabited the houses included in trail, there are the buildings themselves, which also are of interest to tourists. On the boards placed on the houses was the information about the pre-war name of the street where there is a tenement house, and the date of its construction and the name of the architect. Most of them were built in the late nineteenth and early twentieth century, at a time of intense expansion of the city. The proximity of Berlin meant that many functional solutions and the facade was taken from Berlin designs. In the 1970s and 1980s the city was dominated by neo-Renaissance forms with a simple axial composition of window openings placed on a flat facade – which included a modest half-columns and pilasters. Holes were crowned with triangular tympanums. The entrance accentuated form of the arcade, portico, supporting an entablature or archivolt (Fiuk 1999/2000, p. 125). The beginning of the 1890s is a return to the Baroque forms, which contributed to the composition of facades greater diversity, dynamism and projections, and even bay windows. The intersection of streets, squares were highlighted by corner turrets. Between the projections were designed as balconies and loggias, which were often of metal, wrought iron railings (Wołoszyn 2005, p. 36).

‘Extraordinary inhabitants of Szczecin and their tenement houses’ as a branded tourist product

New tourist brand products are created due to the market needs, but also with the desire to stand out from the competition and gain an advantage. In addition, it helps to improve the image of the city or the countryside among the tourist and enriches the offer (Majewski 2000 p. 127), also contributing to the creation of new jobs. Brand also refers to a recognizable set of benefits to satisfy consumer expectations, moreover, the level and quality of goods or services (Stefaniuk, Kamel 2011, p. 16). ‘Extraordinary inhabitants of Szczecin and their tenement houses’ is a tourist product that has a chance to become a recognizable attraction of Szczecin, as a branded product attracting visitors. Due to the fact that this is the first of its type of trail in the capital of the West Pomeranian it sets the trends that are favorably received by tourists and the organizers, who see in this type of fictionalized routes direction, which should be followed. For this route to ‘Extraordinary the inhabitants of Szczecin and their tenement houses’ permanently inscribed in the canon of the most popular tourist routes in Szczecin takes time, as well as expenditure on advertising and promotion. The enormity of the work of marketing has already been made, and now must maintain contact with customers through further measures aimed at tourists’ attachment to the brand, as well as earning respect and confidence of tourists to the offered product.

Summary

There is a number of benefits of the creation of the trail ‘Extraordinary inhabitants of Szczecin and their tenement houses’. After opening the increased interest in the history of the inhabitants of their city, their small homeland it contributed to the feeling of relationship with the region and pride of the fact of residence in it. Many of today’s tenants had no idea that they occupy a house or premises, where there were such distinguished people of the bygone era. In addition, the product is authentic, it is associated with the city, with its material and cultural heritage. It is a product, which has hitherto been lacking on the map of tourist attractions in Szczecin. Its origin enriched the offer for visitors to the city and contributed to a wider promotion of the capital of West Pomerania Province, shaping its image. It becomes a model and inspiration for the creation of new thematic tourist routes.
Bibliography


Small forms of sacral architecture in the Podhale region

Abstract: Podhale is one of the few regions in our country which treasures traditional culture in its everyday life forms. Podhale is also known for the deep religiosity of its inhabitants, which can be seen thanks to examples of sacral architecture; they are particularly numerous in this part of Poland. Roadside shrines crosses and statues of Saints (especially statues of Our Lady of Ludźmierz – beloved by the Podhale highlanders) are attracting more and more attention not only of ethnographers but also tourists interested in religious culture and folk culture. These forms of small sacral architecture still play an important role in the lives of Podhale villagers. They are constructed as a thanksgiving, asking for forgiveness for sins or imploring for graces. They are to provide protection or to commemorate important events. Decorated with flowers and colorful ribbons, they give Podhale its special ambiance. Many of these structures have an interesting history, which together with the richness of forms and decorations emphasise the cultural identity of the region and make Podhale an invaluable treasury of knowledge of the folk culture. It is, therefore, worthwhile to explore this subject to understand the spirit of the Podhale region. The richness of the small forms of sacral architecture can also be a basis for an extension of the region’s tourist offer by niche tourist products such as a tourist route of the Podhale small sacral architecture or educational routes. It could help people learn about the extraordinary history of this region which is often not included in written tradition and remains recorded only in the memory of the oldest Podhale highlanders.

This paper is the result of an initial analysis of the material collected during field studies carried out in 2010 and 2016. The detailed field studies included an inventory of forms of small sacral architecture found in 65 villages located in the studied region. We also used a sacral structures questionnaire and made a photographic documentation.

Key words: small forms of religious architecture, wayside shrine, crucifix, wayside statue, cultural landscape

Introduction

Small religious architecture is closely connected with cultural landscape of Podhale region, especially as far as landscape of a small village is concerned. Wayside shrines and crucifixes that can be encountered in the backyards, placed
on the door, located next to the roads, among the fields as well as on mountain trails symbolise religious devotion of the local people. They are not only silent witnesses of history, but also indicators of human mind-set that is constantly changing. The number and wide range of small religious architecture of Podhale region encouraged the authors of this article to take a closer look at them. The authors were interested in the following questions: whether (and if yes, how) the attitude of people has changed as far as small religious architecture is concerned over the years, whether there exists a greater number of older monuments or newer ones, which forms of architecture prevailed in the past, which are more popular nowadays, how the forms of funding of these monuments changed, which saints were chosen most frequently and why. The aforementioned questions influenced the aim of the following essay which is to present the overall condition of small forms of religious architecture in the Podhale region.

It is vital to note that essays on small forms of religious architecture are rather rare and do not contain much information. Above all, the number of research papers dealing with inventory of small forms of religious architecture in Podhale region is also limited. Existing research papers focus on a few chosen places, the most interesting ones as far as culture or religion are concerned, or the places located within a given village. The authors of the following article have not come across a research paper that would analyse a greater region. There are also not enough sufficient papers dealing with the motives and reasons for creating a given form of religious architecture. Up to now the authors of the research papers focused their attention on architectural forms of wayside shrines and crucifixes. Therefore, the authors of this essay have become interested not only in architectural forms, but also in their history: the motives of funding a given place, the legends connected to them as well as their role. This attitude towards the topic allows taking a closer look at human mind-set, getting to know new trends while creating contemporary forms of small architecture.

The area of research

Podhale region is relatively small, however, it is very attractive in terms of nature, as a part of the Karpaty Mountains, it constitutes a part of the Tatra Mountains. The opinions concerning the borders of this region have been varied (Lehr, Tylkowa 2000, p. 11). Geographers’, geomorphologists’, botanists’, hydrologists’ opinions differ and nearly every paper and document published concerning this matter presents different borders. The main reason for such discrepancy is the fact that the Podhale region is greatly diversified in terms of nature as well as in terms of culture and ethnography. The choice of the Podhale region in order to conduct the following research was influenced, among others, by characteristics of this mountainous region, which make it outstanding among other Karpaty regions because of natural and cultural conditions. The material and spiritual culture created by the inhabitants of this region, based on such values as diligence, family ties, honour, attachment to family land which have been cherished for centuries, can be noticed in everyday life. It is a living culture, present in everyday life of Podhale region inhabitants. Apart from the landscape, local dialect used on a daily basis, clothes worn by the locals, local customs, dances, songs are among these features that make this region one of its kind. Having taken into consideration all the features mentioned above, the research area is a historic and ethnographic region of Podhale, whose borders are marked by cultural criteria presenting cultural variety.

Based on these criteria the border of the research paper looks as follows: southern border of Podhale region falls at the foothills of the Tatra Mountains, from the eastern side the region borders with Spisz and the border...
Methodology of research

In the first stage of the research, an archival and librarian query was conducted. The archival inquiry was conducted in different sacral and secular places (parishes, schools and organisations). Then the authors turned to the literature on sacral monuments located in the Podhale region. Detailed field researches (the most important in terms of this thesis) were conducted in 2010 and 2016. During the first year the research was conducted in 45 different places and in 2016 the research was carried out again and further 20 places were added. Altogether there were 65 different locations where detailed inventory of small religious architecture was carried out. 924 examples of small religious architecture (such as wayside shrines, crucifixes and roadside statues) were identified. The field research aimed at collecting and analyzing the monuments of small religious architecture in terms of their location, reasons (factors and conditions for their creation), placement, architectural forms and their position and part they play in the life of an average inhabitant. The researches focused on the state of those forms of religious architecture created before 1939.

For this reason, during the tests an monument questionnaire called a ‘card of small religious architecture’ was used. This questionnaire contained information such as the kind of monument, monument type, time of origin, inscriptions, village (address), the creator of the monument (who built it, who put it up), the circumstances of its creation (why, what for?), legends associated with the monument, the monument description (what is presented in the foreground), construction material, state of preservation, the position of the monument relative to the landmarks in the environment (e.g. the distance from the church, intersection, road, bus stop, river, forest, bridge, a border village, etc.), geographical coordinates, functions that monument has and who was interviewed for the questionnaire.

During the field work a thorough photographic documentation on all inventoried monuments was carried out. In addition to basic research methods the researchers used methods such as: observation, description basing on own experience, measurements taken with GPS, numerous interviews with priests and village residents located within the area covered by the field work. The collected material constitutes a comprehensive collection of data. For the purposes of this study analysis focused on types of small religious architecture, the image of the saint placed in a given monument, the motives behind the creation of a given mold (intentions) and the functions it serves in the daily life of inhabitants. Significant differences in the above mentioned criteria arising from the time of creation of a given monument (monuments created before World War II differ from those created after 1945) were indicated. Attention was also drawn to the fact that these monuments are ‘carriers’ of history and therefore deserve special kind of protection.

Small forms of religious art – typology

When describing small religious architecture, the architectural form is the first element one focuses on. The variety of types of these monuments is huge. It illustrates the dominant trends of the era as well as imagination and artistic sensitivity of creators. Among them one can find true architectural gems, perfectly blending into the era in which they were created, distinguished by great attention to every architectural and decorative element as well as buildings giving the impression of chaos, not referring to any architectural styles, although appreciating the simplicity and raw beauty and being at the same time a proof that such sites could be created by everyone as usually they were created from the need of heart (Janicka-Krzywda 1991, p. 44; Seweryn 1958, p. 7).

When wandering in the Podhale region one may encounter six basic types of small religious architecture, namely: chapel houses, chapel poles (logged), shrine poles (house-like), shrine cabinets, roadside statues and crosses – crucifixes (Lukuś, Zoladek, Kubal 2007, p. 12). Chapel houses are among the most impressive buildings in this group; their form reminds the one of the temples, being often their simplified, miniature copies. Most of them were created on a square or rectangle plan with the roof fitted with a cross, or a turret (Janicka-Krzywda 1991, p. 45, 46). Chapel poles (logged), as the name suggests, are of the form of the pole (wood, stone or brick) on a square or circle plan. They are found in several varieties. Most common form of such a chapel contains sculptures or paintings, sometimes placed on several floors (Lukuś, Zoladek, Kubal 2007, p. 12). Shrine poles (house-like) are a combination of the two previously described types. Such monuments are generally of rectangular shape, a large column in which a sizeable niche for sculptural or small altar is placed (Lukuś, Zoladek, Kubal 2007, p. 12). Shrine cabinets are often made of wood. They are the smallest and the most diverse form of small religious architecture. Such shrines are usually in the form of a small cabinet in which a statue, or a cross or a painting is placed. It is often hung on trees, house walls, and sometimes on the posts or crosses (Janicka-Krzywda 1991, p. 47). Roadside statues are another type of small
relational architecture. They are usually made of stone or wood, but nowadays more and more frequently other materials such as plaster or concrete are also used. These monuments are highly diverse in terms of form. Statues may be placed on posts or pedestals, exposed or covered with various roofs or completely enclosed in glass lanterns (Janicka-Krzywda 1991, p. 48–51). The last type mentioned in this thesis are crosses – they can be made of wood, metal or stone, driven into the ground or placed on pedestals, or sometimes on stone or brick or wood pillars (Łukuś, Zoladek, Kubal 2007, p. 12). It is worth emphasizing that this division is only an attempt to systematize the immense wealth found in Podhale region when it comes to architectural forms. A great number of small religious architecture was a combination of two or even three types, for example shrine cabinets placed on crosses which can be frequently met.

When analyzing the collected material, the authors of this paper focused on the differences in the proportions of the most common types of small religious architecture, depending on the time of their creation. Among the surviving shrines created before World War II, chapel houses dominate. Perhaps thanks to the durability of the material from which they were built and their size, they had a better chance to survive to modern times, than, for example wooden shrine cabinets. Most chapel houses are made of brick and the walls are covered with plaster. Based on the information gathered for the purposes of this thesis some old chapel houses were subject to thorough refurbishment, which involved among other things, replacement of wooden chapel houses with brick chapel houses. However, due to the scarce information about this type of work, it was difficult to determine what percentage of the shrines was thus restored. The oldest monuments of this type, inventoried by the authors of this thesis come from the seventeenth century. Their presence in the landscape of Podhale villages was an expression of piety of their creators and their good condition was the evidence of religiosity of the whole community. A small number of shrine cabinets surviving to the present day is probably due to their size and the instability of the material from which they were made. Older people, who were interviewed, mentioned stories about stolen shrine cabinets or the stolen content. Unfortunately, due to its cultural and historical value those shrines were often victims of “folk art lovers” (Seweryn 1958, p. 19).

Among monuments of small religious architecture created after World War II in Podhale region crosses and statues are especially numerous. The presence of crosses is associated with the custom of putting them in places where someone met a violent and unexpected death, where there was an accident or a crime (Łukuś, Zoladek, Kubal 2007, p. 12). Crosses are placed, therefore, often along roads, in order to commemorate the death caused by traffic accidents. Modern roadside crosses are at the same time indicators of particularly dangerous portions of roads, specific “black points”. Proof of this statement is the infamous road running through Gronków at which in close proximity to each other are arranged several such crosses commemorating the victims of car accidents (including one cyclist and one pedestrian).

The second type of small religious architecture, equally frequent as crosses, dominant in the landscape of contemporary villages in Podhale villages are crosses. In contrast to the old statues, created before World War II, contemporary ones are rarely made of wood or stone or by local artists, they are often bought at stores. It is not surprising that when wandering in Wąska- mund or Ostrowsko villages we can see almost identical plaster statues, which differ mostly in size, intensity of garments color or workmanship. Our Lady of the Immaculate Conception has become a favorite character displayed in the houses of Tatra villages. In Ludźmierz and nearby villages the cult of Our Lady is strongly highlighted therefore this statue can be often seen.

Other two types of small religious architecture very popular in Podhale region are shrines in the form of glass houses, covered with brass where statues of saints, mainly the Mother of God, are placed and rock caves built with stones gathered from the nearby rivers and streams, mainly from the Dunajec and Białyka Rivers.

Tenants of the roadside temples

Image we meet in the chapel mainly depends on the intention of the foundation (Janicka-Krzywda 1991, p. 53). The authors of this paper noticed, however, that in the case of older chapels, created before World War II, it was actually quite an important factor. People knew perfectly Christian iconography, they knew they recognised the attributes of particular saints, and even incompetent representation form gave assurance that, thanks to these attributes they will be properly recognized. Saints played an important role in the religious life of the rural population. They had to fulfill a clearly defined mission and so, for example, Our Lady was to intercede to her Son in all human affairs, St. John of Nepomuk was to protect against flooding, St. Florian was to prevent fires and St. Valentine was to protect against serious diseases (including mental illness and epilepsy). People gave themselves to the care of the holy faith that provided them with protection, success and prosperity (Powińska-Mazur 2000, p. 267–281).

The choice of the image placed in the chapel was undoubtedly influenced by some historical and religious events, e.g. the revelation of Fatima contributed to an increased number of shrines with the image of Our Lady of Fatima, the election of John Paul II as Pope contributed to the rise in popular-
The reasons for creating (intentions)

After a detailed analysis of motives of funding different forms of small religious architecture, it is possible to divide them into the following groups: a symbol of thankfulness (a vote of gratitude), confessional (as a symbol of reparation for committed crimes), protective (e.g. protection against evil or poor harvest) or commemorating an important event. The authors of the following research paper noticed that both in case of wayside shrines and crucifixes that were created before the World War II protection was the most important motive for their creation. A wayside shrine or a crucifix was supposed to be a ‘cure for all evil’ (Janicka-Krzywda 1998, p. 408). Therefore, while investigating the reasons for sponsoring wayside shrines in the Podhale region, the authors were informed that the shrines were supposed to protect people against evil, plagues, fire, flood or lightnings. Quite often such places were funded by wealthy inhabitants of a village or by a parish priest where the whole village donated money in order to build a wayside shrine. Generally speaking, in case of shrines built in the past it was the whole community who sponsored the creation of such shrine. As an example there can be mentioned a wayside shrine in Nowa Biała that was built in 1776 (a wayside shrine of Saint Mary Magdalene, called also a small church). Its task was to protect the souls of dead people. There are also numerous wayside shrines in the Podhale region that ought to protect people against lightnings. Unfortunately, it also happened that sometimes the wayside shrine was located in such a bad place that instead of protecting the people against lightnings, it attracted them. An example of such badly located shrine can be a shrine of Lady of Immaculate Conception in Ostrowsko which dates back to 1900. Several people were killed inside the shrine when they were trying to find protection during a thunderstorm.

Quite a lot of shrines and crucifixes which were sponsored before the World War II were created in order to commemorate an event. Those can be treated as a message for further generations (Janicka-Krzywda 1998, p. 417). Shrines and crucifixes which were created during this time often commemorate the victims of manslaughter, wars and crimes. It is worth mentioning the shrines which are located quite close to each other in Harklowa. They are located just next to the trunk road number 969. According to the legend, two men were dueling in order to win a heart of a woman. While they were standing in the fields, they shot their guns at each other at exactly the same time. Both of them were killed. In order to commemorate this accident there were built two, very similar shrines. It is believed that if one of the shrines comes closer to the trunk road, it will mean the end of the world.

Nowadays the main reason for funding small forms of religious architecture, same as in the past, is protection but not of the whole community but just one family. It means that contemporary man is focused solely on himself and thinks just about himself. That is why, most of wayside shrines are located in the private estates.

Small forms of religious architecture are also built as a vote of gratitude (e.g. for saving somebody’s life, for a successful surgery) or just out of an inner need. An interesting example of this kind of shrine is a shrine in Harklowa that dates back to 1983 and which includes a statue of Our Lady of Fatima and was built as a symbol of gratitude for saving life of Pope John Paul II. Stories behind some shrines are extremely interesting, for example the story of a shrine built in Groń in 1880 that includes the statue of Our Lady of Rosary. According to the legend, during the war times in Poland a nobleman had been hiding in a house of Maciej Sulka for 10 years. Later, this nobleman funded the shrine as a symbol of gratitude.

Another surprising reason for donating money to build a wayside shrine is envy. While collecting data for this research paper the authors were told stories that a given shrine was created just because the neighbour had also built a wayside shrine. Jealousy occasionally was the main reason for funding wayside shrines in the past. An amusing example to prove this statement is a history of a wayside shrine located in Lapsowa Polana in Gorczański region Bartłomiej Lapa (the founder) was informed that Maciej Stołowski (a blacksmith from Buflak) had built a wayside shrine to commemorate Bulanda (Tomasz Chlipała) – one of the most famous head shepherd in Gorczański region. Bartłomiej Lapa wanted to have a shrine like that in his field so he made the blacksmith built a bigger and more impressive shrine in Lapsowa Polana.

The functions of the wayside shrines and crucifixes

Wayside shrines, crucifixes and statues used to play an important role in the lives of inhabitants of the Podhale region. They used to be decorated with...
flowers. While passing by, people used to stop to cross themselves, pray, men used to take off their hats (Pilarczyk 1992, p. 301). A wayside shrine in Harklowa is a very beautiful example of this kind of shrine which is located in the middle of a field. There can be found the statue of Mother of God. The shrine is located on a tree. People who were on their way to work in the field used to stop by and pray for good weather or harvest. When they were coming back from work, whey used to stop to thank Mother of God for what they managed to do and pray for a safe return home. It is also worth remembering that many forms of small religious architecture were created in order to provide protection against floods, poor harvest, fires, lightning and evil forces. Wayside shrines used to be located at the crossroads, they showed the border of a village. It was believed that border places could easily be influenced by the evil forces. Therefore, in order to protect people, such places ought to be enshrined (Janicka-Krzywda 1991, p. 12). An example of such shrine is a post shrine that dates back to 19th century. It presents a statue of the Sorrowful Jesus. It is located on the border between the villages of Dębno and Harklowa. Another interesting kind of wayside shrines, were shrines built as a protection against evil forces responsible for violent storms and hail. They were decorated with small bells as only the sound of bells could scare away demons. An example of such wayside shrine can be found in Koniówka.

It cannot be forgotten that wayside shrines were above all places of worship. There religious services were held regularly (usually in May). In the past, during Corpus Christi procession people used to visit these places (Smarduch 2008, p. 84).

**Silent witnesses of the history**

Without a doubt forms of small architecture carry a great load of information about people and events which are unfortunately less and less obvious nowadays (Janicka-Krzywda 1991, p. 5). Why was a given wayside shrine created? Why was a crucifix located in a given place? It is worth asking oneself a question like that while wandering around Podhale region. Such monuments were never placed without a reason. Frequently, they commemorate events important for the given region, such as: a crime, a battle, a plague, etc. In Białka Tatrzanska there is John the Baptist wayside shrine dated to 17th century. It was probably built to commemorate the death of Swedish soldiers who were killed in this region. Another wayside shrine which is also located in Białka Tatrzanska was funded by the local people as an expression of gratitude for protection against a plague. In Gronków next to the road, there is a crucifix commemorating the death of a miner who was killed in a mine in Pennsylvania (the USA). It is also a reminder that many people from Podhale region were going to the USA in order to make a living during the interwar period. In Pieniążkowice, there is another wayside shrine dated from 1900 which was funded by a father whose sons returned from Austrian army (the service lasted 15 years at that time). The history of inhabitants of the Podhale region connected with the period of the World War II was also written down in different monuments of small religious architecture that can be encountered in Gorce region. In the outskirts of Nowy Targ, in Buffalak estate, there is a crucifix commemorating the death of girls who were killed by the members of local army after having been accused of being German spies. Another interesting example is a wayside shrine in the form of a cabinet in the Gorce Mountains, which was funded by Lucjan Pustówka, who was hiding in the Gorce Mountains after the World War II (just like many other inhabitants of Nowy Targ). When he was walking across the fields he saw a group of German soldiers with dogs. He lied down and started to pray to save his life. The German army walked past him without noticing him.

**Protection of small forms of religious architecture**

Numerous forms of religious architecture, catalogued while conducting the research ought to be taken under protection due to their cultural heritage. The analysis of gathered data indicated several important issues connected with this matter. Above all, different forms of religious architecture are located on private properties. The owners often feel they are responsible for taking care of them. That is why they decide to carry out different forms of renovations and redecorating. Very often the people carrying out the renovation neither have proper knowledge nor sufficient skills. As a result, the value of the forms of religious architecture is lowered. One of the worst things that can be done is replacement of the material, e.g. exchanging wooden, shingle roofs for metal woods. Another clumsy form of renovation can be an attempt of painting the statues. Of course, it is essential to bear in mind the fact that wayside shrines are examples of living, constantly changing cultural element of countryside life. However, it is more important to maintain them in good condition and to protect them against devastation.

Another equally important problem that caught the authors’ attention is the problem of frequent thefts and robberies. The description of particularly valuable monuments and publishing their photos increases the risk of their devastation. It concerns mainly wayside shrines in form of cabinet which can be quite easily stolen. Unfortunately, there are numerous unethical people interested in folk art. Perhaps it is also the reason why the group of people who...
carried out the inventory in Podhale region or asked the questions concerning the history of religious forms of small architecture were not welcomed by the local people who did not trust them.

Conclusions

Different examples of small religious architecture in the Podhale region are still not well known. The following essay is just an attempt to fill the gap dealing with this topic. The authors of this essay are truly aware that the gathered information and the conclusions they managed to draw are just the introduction to further investigation. Collected data and information may be used for further research. Furthermore, the field studies will need to be carried out again in order to verify collected data, especially concerning the history of each facility since fewer and fewer people remember it.

Wayside shrines, crucifixes and statues in the Podhale region are varied not only in terms of architecture, but also as far as the reasons and functions for their creation are concerned. Numerous wayside shrines are old and valuable in cultural terms. Nevertheless, there are more and more mass produced monuments created just in order to meet individual person’s demands.

Old monuments, especially those precious, are endangered by devastation caused by clumsy and ineffective attempts of restoration, not mentioning theft of the most valuable parts.

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Current state and opportunities for cultural tourism development in the Praděd Euroregion

Abstract: One particular form of cross-border cooperation, involving the participation of local and regional communities, is cooperation through Euroregions. The Praděd Euroregion is one of the six Euroregions that have been functioning in the Polish-Czech frontier strip since 1997, when the framework agreement for its creation was signed.

Many old-town urban layouts of significant historical value, with traditions dating back to the Middle Ages, can be found in both parts of the Praděd Euroregion. Numerous castles, palaces and nobility residences are a big tourist attraction. In the territory of the Praděd Euroregion, there are 150–200 such buildings that have been preserved intact or as relics. Other historic buildings, not less valuable than castles and palaces, are monuments of sacral architecture. In each part of the Euroregion, there are significant pilgrimage sanctuaries and monasteries, as well as museums.

Since the contact with cultural heritage sites, when properly planned and thought through, can have a vital role in building local patriotism on both sides of the border of the Praděd Euroregion, the author of the study performed an analysis of cultural tourism and its development prospects in the cross-border area, using the Praděd Euroregion as an example.

Key words: cultural tourism, culture, cross-border cooperation, Euroregion, Praděd Euroregion

Introduction

Cultural tourism is one of the most dynamically developing forms of tourism of the current era. It can also be considered as a phenomenon of the 21st century, given the number of tourists traveling through Europe, for whom the cultural aspects are the main reason of the departure. This phenomenon was fostered by the social and political changes at the turn of the 19th and 20th centuries that fundamentally altered the modes of functioning of Central and Eastern European countries. The opportunity to freely cross borders within the European Community allowed tourists to intensify their travels to cultural sites situated abroad.
One particular form of cross-border cooperation, involving the participation of local and regional communities, is cooperation through Euroregions. The Praděd Euroregion is one of the six Euroregions that have been functioning in the Polish-Czech frontier strip since 1997, when the framework agreement for its creation was signed. The territory of this Euroregion is characterized by precious tourist attractions. Particular attention should be given to the unique cultural heritage - an undeniable advantage of this Euroregion that contributes to the development of cultural tourism in this area.

Since the contact with cultural heritage sites, when properly planned and thought through, can have a vital role in building local patriotism on both sides of the border of the Praděd Euroregion, the author of the study performed an analysis of cultural tourism and its development prospects in the cross-border area, using the Praděd Euroregion as an example.

The essence of cultural tourism

The origins of cultural tourism reach ancient times. Even back then, there has been a need for mutual contact of peoples, in religious terms, which resulted in creating a new category of tourism at first called a pilgrimage and later pilgrimage tourism. The Greeks and Romans also went on individual journeys of a cognitive character. Those facts became the seeds of the development of cultural tourism.

The sole idea of cultural tourism is an ambiguous one. There is a scientific discussion among the subject specialists, especially regarding the scope of the term. A. Mikos von Rohrscheidt (Mikos von Rohrscheidt 2008) devoted much space to his definition of cultural tourism. He believes that there are a few basic problems when defining the phenomenon of cultural tourism. The basic include: the evolution of the idea of culture which happens over decades, the issue of defining the main criteria for dividing cultural tourism from tourism regarded as a whole, treating cultural tourism by many authors in a general manner or a universal perception of the phenomenon, seeking cultural values in every tourism related event.

A. Mikos von Rohrscheidt tries to compare the definitions of cultural tourism presented by many authors, in order to later attempt to formulate the phenomenon himself. He calls cultural tourism all those group or individual expeditions of a tourism character, during which meeting monuments, events and other high or popular culture values, or enriching the knowledge of the participants in regard to the surrounding world organized by man, constitute an essential part of the journey or a conclusive argument for an individual decision regarding undertaking it or participating in it (Mikos von Rohrscheidt 2008, p. 18).

The characteristic of the Praděd Euroregion

Praděd Euroregion is a cross-border alliance of local governments from the borderlands of Poland and the Czech Republic. It covers the southeastern part of the Silesian Lowlands and the eastern part of Sudetes (Fig. 1).

The Polish part of the Euroregion is located in the southern part of the country and covers the western part of the Głubczyce plateau and the eastern part of the Sudetes. The Czech Republic’s part of the Euroregion is located in the eastern Sudetes in the Opawskie Mountains and Jesenik. The total area of the Euroregion is 7,139 km² and the number of residents is 799,122 people. The shared Polish-Czech border is 199.8 km long. The Praděd Euroregion Association of Polish Municipalities (Stowarzyszenia Gmin Polskich Euroregionu Pradziad – translator’s note) is composed of (as of 31/12/2014) 39 municipalities and 5 districts of the Opole Voivodeship, with a total area of 5,239 km², and 673,202 residents. The Czech part of the Euroregion is composed of 71 members – cities and municipalities from the Jäsenik and Bruntal districts, with 125,920 residents and the area of 1,900 km².

Two basic characteristics of cultural tourism arise from its definition. We may speak of cultural tourism when: the event program includes mostly cultural content and also when the main motif for the trip’s participant is a cultural one. A. Mikos von Rohrscheidt accounts the following as cultural values: objects (such as historical monuments, buildings and urban complexes, works of art etc.), events (so, inter alia, festivals, concerts, expositions, carnivals, religious acts, etc.), but also immensely individual qualities such as gaining knowledge (thus an educational quality).

Cultural tourism is also often called cultural heritage tourism (Kurek 2007, p. 210). Kurek discusses cultural tourism in two aspects. A narrow aspect is the one where the material cultural monuments left by previous generations (in their places of origin or gathered in museums and various types of galleries) constitute the subject of interest. Whereas, in the broad aspect, the basis of the development of this form of tourism are any displays of culture as a material whole, and the spiritual output of humanity, gathered, preserved and enriched during its course, passed from generation to generation.
Cultural values of the Praděd Euroregion – analysis of the potential

Among the sightseeing values of the Praděd Euroregion, cultural values play an important part. These include: museums and archeological reservations, ethnographic museums, open air museums, folk creativity centers, architecture and building monuments, art museums and collections, biographical museums, specialist museums and unique objects, history-military objects, martyrology locations and museums, business activity and technique monuments, contemporary cultural events, pilgrimage locations.

The largest city of the Polish part of the Euroregion is Opole, one of the oldest cities in Poland. The National Festival of Polish Song in Opole has been held here since 1963. There are numerous monuments in the city, inter alia: the Cathedral of the Holy Cross, Opole Town Hall, tenement houses reconstituted in a baroque style, Piast Tower from the 13th century, and many more. Apart from Opole, there are many old urban complexes of great historic value and traditions reaching as far back as the middle ages, located in the Praděd Euroregion. Among the most valuable urban complexes, both current and old, there are (in the Polish part of the region) inter alia: Nysa, Paczków – the Polish Carcassonne, Prudnik – the capital of the Polish part of Praděd, and also Biała, Głucholazy, Grodków, Kamiennik, Kędzierzyn-Koźle, Korfantów, Krapkowice, Lubrza, Łaminowice, Niemodlin, Otomuchów, Otmuchów, Prószków, Strzelecki, Turoń, Walce, Zdziechowice. In the Czech republic part, it is worth to mention: Bruntál – the capital of this part of Praděd, Andělská Hora, Brantice, Město Albrechtice, Bělá Pod Pradědem, Bílá Voda, Javorník, Jeseník, Lipová – Lázně, Velká Kraš, Vidnavá, Zlaté Hory, Žulová, Horní Město, Malá Morávka, Rýmařov, Karlova Studánka, Vrbno Pod Pradědem, Krnov.

Many castles, palaces, and nobility mansions constitute a large tourist attraction. 150-200 facilities which can be called so, have been preserved whole or in a relic form, within the Praděd Euroregion. The most valuable can be seen in: Nysa – the Court Park Gallery, Moszna – the Thiele-Winckler Moszna Castle, Biała – the Prószkowski’s Castle, Koźle – the ducal office of Piastowie Kozielscy, Frączków, there is a palace here, belonging to the Gilgenheimb knighthood family from the Czech Republic – one of the very few facilities housing a hotel, Krapkowice – the Haugwitz Castle, Łąka Prudnicka – the Mettich Castle, Niemodlin – the Niemodlin Castle, Otomuchów – the Otomuchów Bishop Castle, Prószków – the Prószkowski’s Castle. The most valuable towers left from castles, can be seen in: Opole – the Piast Tower and Prudnik – the Castle Tower.

The most valuable castles and palaces in the Czech part of the Euroregion, can be seen in: Velke Losiny, Bruntal – the Teutonic Order Castle, Divici Hrad – the Maidelberg Castle, Javorník – the Bishops of Wrocław Castle, Jeseník – the Water Fortress, Krnov – Hohenzollern Castle, Rýmařovsko – Harrachov Castle, Lenarice, Sovinec – the Fortress, Žulová – the Castle.

Facilities of religious architecture are as valuable as castles and palaces. In each part of the Euroregion, there are important pilgrimage sanctuaries and monasteries. The city which in the Praděd Euroregion has the largest number of such places is Nysa – thus called the ‘Polish Rome’. The most valu-
able here are: the Basilica of St. James and St. Agnes, the Church of the Holy Apostles Peter and Paul, the Corolinum, the St. Anne Seminary, Church of the Assumption of the BVM, the Monastery of the Society of the Divine Word by the Mary Mother of Sorrows Church.

Interesting religious facilities in other parts of the Euroregion are: the Cathedral of the Holy Cross in Opole, according to tradition, established by Bolesław the Brave, the Mary Mother of Sorrows Sanctuary on ‘Szwedzka Góra’ (Marian devotion), a gothic church of the Blessed Virgin Mary in Kalków, built probably by the Templars, the St. Lawrence Church in ‘Szwedzka Górka’ (Marian devotion), a gothic church of the Blessed Virgin Mary, built in the 13th century, the Church of St. John the Evangelist in Paczków – a defense temple from the 14th century, a gothic church of St. Peter and St. Paul in Stare Mieasto, dated back to 1225, the St. Michael the Archangel Church in Grodków, built in the 13th century, the St. Sigmund and St. Hedwig of Silesia Church in Koźle, mentioned in 1295, the neo-baroque Holy Trinity Church in Korfantowo – one of the most beautiful churches in the Opolian Silesia, the Blessed Virgin Mary Church in Krapkowice-Otmęt first mentioned in 1223, the Parish Church in Niemodlin built at the end of the 12th century, the Church in Grodziec – the Sanctuary of the Sybirac’s Mother of God (Matka Boża Sybiraków – translator’s note).

Valuable religious facilities in the Czech part of the Euroregion are inter alia: the Our Lady Help of Christians pilgrimage church near Zlata Hory (Maria Hilf), the St. Roch chapel on the hill by the Kopa Biskupia near Zlata Hory. Other equally valuable religious monuments of the Praděd Euroregion are: the Assumption of the Virgin Mary Parish Church and the Ursulines Monastery in Jesenik, the Assumption of the Virgin Mary Church in Zlata Hory, the Holy Cross Cemetery Church and the Holy Trinity Church in Javornik, the Assumption of the Virgin Mary Dean Church and the Virgin Mary Conforter Church with the Piarist monastery in Bruntál, the Our Lady of Sorrows Church in Krnov, the St. Nicholas Church in Mikulovice, the Mary Health of the Sick Parish Church.

The number and variety of museums prove the cultural value of each of the areas of the Euroregion. Some of the most interesting museums on the Polish side of Praděd Euroregion are: the Open-Air Museum of Rural Architecture in Opole, the Museum of Opolian Silesia in Opole, the Diocesan Museum in Opole, the Museum in Nysa, the Central Museum of Prisoners-of-War in Laminowice, the Museum of Gas Industry in Paczków, the Museum of Prudnik’s Land.

The paleonthological dig site in the today inoperative clay mine in Krasiejów, became an important tourist attraction of the Polish part of the Praděd Euroregion. Many animal remains from the Triassic period, when the area of Ozimek and Kolonowskie municipalities constituted a large river mouth or a body of water, were found here. In 2003 the Ozimek and Kolonowskie municipalities established the ‘Dinopark’ Association.

Another attraction, especially for those interested in history, are the well preserved Prussian fortifications in Nysa. 18 perfectly preserved fortress facilities, located on a 230 ha area, constitute the Nysa Fortress. The largest facility of the Nysa Fortress is the unique on an European scale, Fort Prussia (Fort Prusy – translator’s note).

Interesting museums on the Czech side include: the Natural Science Museum of the Jesenicka Land based in the Water Fortress, Zlata Hory Museum, the gold ore mills in Olešnice, the Museum of Karl Ditters von Dittersdorf in Javornik, the Children’s Museum in Javornik, the Museum in Bruntál, Auto Moto Veteran Museum in Česká Ves, the Kosární Museum in Karlovice, the Railway Museum in Lipová Lázňě, the Municipal Museum in Vidnava – located in the oldest house in the town in which a renaissance core has been preserved.

The Dlouhé Stráně hydroelectric power station is a modern facility made available to visit. It is the third largest pumped-storage power plant in the world and the biggest water building in the Czech Republic.

When presenting the cultural values of the Praděd Euroregion, it is also worth focusing on the many cultural events taking place here. The most important annual events on the Polish side include: Opole – National Festival of Polish Song, Opole Theatre Confrontations – Polish Classics, the ‘Jazz Rock Meeting’ international festival, the International Drum Fest, the International Knightly Carnival, the National Forum of Children Theatres – Miniatury, the International Festival, the International Drum Fest, the International Knightly Carnival, the National Forum of Children Theatres – Miniatury, the International Schubert Competition for Piano Duets in Jesenik, the Karl Ditters’ von Dittersdorf Music Festival, the Organ Music Festival, the Jesenicky nugget – an international family music festival, Lipowá Lazne – Rock Revival Fest – a festival of revival bands, Zlate Hory – Antonin Kubiłě’s international piano workshops, the Zlote Dni (Golden Days – translator’s note) in Zlata Hory, the gold panning championship Zlataurudné Mlýny, Mohelnice - Mohelnický Dostavnik (Mohelnick Stagecoach – translator’s note) – tramp, folk and country music.

The cultural values of the Praděd Euroregion are immensely important for the residents of the Euroregion as well as tourists. Most cultural faci-
lities functioning in the Euroregion have a local and regional character. The facilities which have a cross-regional character on the Polish side are, among others, the Basilica of St. James and St. Agnes in Nysa and the Moszna Castle, and the Teutonic Order Castle in Bruntal. Cultural events held in the Praděd Euroregion are also important for the residents and one-day visitors.

Many old urban complexes, with high historic value and traditions reaching as far as the middle ages, are located in both parts of the Euroregion. The many castles, palaces and nobility mansions, constitute an important tourist attraction. 150–200 such facilities have been preserved, whole or in the relic form, in the Praděd Euroregion. Facilities of religious architecture are as valuable as castles and palaces. In each part of the Euroregion, there are important pilgrimage sanctuaries, monasteries and also museums.

At this point it is worth noting that many disproportions can be seen in the Praděd Euroregion. Starting with area and demographic differences (the Polish part of the Euroregion is more than two times larger than the Czech one, and there are five times more residents on the Polish side), through differences in touristic developments which impact the touristic attractiveness of the Praděd Euroregion. Such disproportions can also be seen when analyzing the cultural values of the Euroregion. The Polish side has a richer cultural heritage when compared to the Czech one, if only because of the size difference. Here, there are many valuable and unique monuments of material culture from various periods of history, interesting historic spatial-architectonic systems. The multicultural aspect of the residents of the Polish part of the region is also significant. The residents differ in the origins of their ancestors, religion, language, cultivated traditions, which results in culture being penetrated and impacted. The cultural heritage of the Czech part of the Euroregion is less rich, but carefully cared for, which results in the Czech castles and palaces having well preserved authentic interiors their equipment.

To sum up, these disproportions are not a disadvantage. They may be an advantage in the battle for tourists, when investing both in the development of tourist products and the infrastructure necessary for their launch.

Evaluation of cultural qualities of the Praděd Euroregion – research results

The development of the cross-border cooperation in terms of tourism and the growing interest in its results, especially after Poland and the Czech Republic joined the European Union and entered the Schengen Area, creates a need of conducting researches on the Polish-Czech borderland. Such research in the Praděd Euroregion has been based on marketing researches which have been conducted in 2007–2008 (Węcka 2012). These researches aimed mainly at: determining the profiles of tourists visiting the region and identifying their travel motifs. The most important research results are:

1. A typical tourist traveling through the Praděd Euroregion is a Pole (74.8%) from the area of the Praděd Euroregion (86.1%), with at least a secondary education (48.6%) but with a rather average material status (59.5%).
2. A tourist traveling through the Euroregion is a person who got there by car (63.8%), encouraged by friends (26.1%) who recommended this region as one worth visiting. A person that came here again (61.3%), appreciating tourist attractions of the Euroregion, which were the motivation to come back.
3. More than 80% of the respondents came to the Praděd Euroregion organizing the trip individually, family and friends helped 40% of the tourists in organizing the trip. Tourists rarely used travel agencies to visit the Praděd Euroregion.
4. When asked about the aim of the trip tourist mostly said: leisure, recreation (20.4%) and monument sightseeing (16.3%). 3.5% declared it to be the participation in a cultural event.
5. When asked ‘In what way does the tourist plan to spend his free time during the stay?’ – half of the respondents answered that by visiting historical monuments.

Respondents rated also the attractiveness of the sightseeing qualities, the richness of tourism infrastructure elements and the quality of services provided for the tourists in the Euroregion. As much as 40% of tourists highlighted the at least high attractiveness of the cultural qualities of the Euroregion, thus it may be concluded that it is the reason behind as many as 16.3% respondents declaring visiting historic monuments as one of the main reasons for coming to the Euroregion. When asked to name some especially interesting locations in the Praděd Euroregion, tourists list many locations and tourist attractions. Those which appeared the most often were: Paczków, Nysa, Otmuchów, the Moszna Castle, Jesenik, the Kopa Biskupa, the Nyskie Lake, Karlova Studanka.

The above mentioned results, entitle to formulate the following conclusions:

1. Praděd Euroregion is regarded by tourists as an area characterized by attractive cultural qualities. These may constitute the base for broadening the tourist offer of the Euroregion by new tourist brand products, basing on cognitive tourism and event tourism.
2. The poor contribution of travel agencies in organizing trips to the Praděd Euroregion is alarming. These institutions should conduct a more intense promotional activity in order to gain clients for their offers of tourism in the Praděd Euroregion.
Perspectives of the development of cultural tourism executed in the Praděd Euroregion

Contact with objects of cultural heritage, executed in a planned and thought-through manner, may play an immensely important part in shaping the local patriotism in the cross-border regions. One of such regions is the Praděd Euroregion which has favorable conditions for the development of cultural tourism, despite the visible disproportions in some areas, also the cultural heritage with which we deal here. Admittedly, in the Euroregion there are no cultural values known in the entire Europe, but its strength lies in cultural events especially for residents and the one-day visitors. This type of tourism could become a supplement for recreational tourism in the Euroregion, in the event of bad weather.

The tourist potential of the Praděd Euroregion lies in its precious tourist values which can be found here, and which supplement each other creating then, in such a holistic form, a diverse and thus competitive cross-border tourism offer, allowing for various forms of tourism, including cultural tourism. A tourist looking for an offer which would fit him, may choose it by selecting winter sports which can be participated in, in the Czech part of the Euroregion, enriching it with interesting cultural propositions which await him on the Polish side. It may be the basis of broadening the tourist offer by new cross-border tourist brand products. Of course, it requires intensified promotion activities to be undertaken by local governments on both sides of the Euroregion, and also efforts for the event dates no to overlap.

Conducting these actions is going to contribute to enriching the tourist offer of the Euroregion by new tourist products, which will result in the tourists being increasingly interested in visiting the Euroregion, and also prolonging the tourist season and eliminating the negative results of seasonality, thanks to new tourist cultural products, which will be offered to tourists despite the weather conditions.

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Baroque residential architecture as the important potential of cultural tourism in Lower Silesia and its usage – on selected examples

Abstract: The aim of this paper is to discuss the resources of the Baroque cultural heritage in the Lower Silesia – mainly residential architecture and an indication of its role as a significant potential for cultural tourism in the region. The paper presents the elements of the secular cultural heritage, focusing on selected examples of Baroque residential architecture. There are taken under consideration palaces widely known in Lower Silesia like Krasków, Grodziec, Chrostnik, Chocianów, Szklary Górne, Pieszyce and almost unknown mansions like in Kamionna, Rząśnik, Gniechowice. There are stressed and discussed the artistic and historic values of the Baroque residences in Lower Silesia and the significance of their owners. It was under examination how the cultural potential connected with these Baroque palaces is used. It was analyzed to which functions these residences are adapted: hotel, museum or others. It was also discussed how the authenticity of the monument is maintained in case of Baroque residences in the Lower Silesia. In conclusion there are pointed out the strengths and weaknesses in the usage of this potential. There were also identified new opportunities for development of cultural tourism in Lower Silesia based on this potential.

Key words: cultural tourism, Baroque residences in Lower Silesia

Introduction

According to the register of Polish monuments the number of residential monuments in Silesia is 679. It consists 14% of total 4842 residential monuments registered in Poland. Among the Lower Silesian residential monuments the great number consists of Baroque palaces.

1 All quoted information are taken from documents available on the website of National Heritage Board of Poland: www.nid.pl/pl/Informacje_ogolne/Zabytki_w_Polsce/rejestr-zabytkow/zabytkiwierz_P/Polsc泽jestawienia-zabytkow-nieruchomych/4.04.2014 (access 30.06.2016). The list of registered monuments in Poland shows the different types of stationary monuments.

2 In this article there are taken under consideration the Baroque palaces located in frame of the Lower Silesian Voivodeship at present.
Residential architecture during Baroque periods in this article is understood as mostly palaces built together with the surrounding buildings as a unit, not limited in dimensions. In this paper there are taken under consideration palaces with surrounding buildings located far away from municipal centers, as well as palaces connected with cities, however creating the separate residential unit.

Residential Baroque architecture in Silesia developed from the end of the Thirty Years’ War to the end of the first mid-eighteenth century. The construction boom started a few years after the end of Thirty Years’ War, which ended in 1648 with the Peace of Westphalia. The Baroque influence upon residential architecture could be observed until the end of Habsburg’s reign over Silesia (1741), however it lasted even a few years longer.

**Baroque palaces in Lower Silesia – the general characteristic**

Majority of Baroque palaces in Lower Silesia were in fact the former medieval castles or early modern mansions, which were modernized during the 17th and 18th century already according to the new Baroque style. Only a few of them were built from the beginning as a new Baroque residences applying very fashionable at that moment pattern of French residential architecture – *palace entre court et jardin* (like Baroque palace in Grodziec or Rząśnik). In many cases the researchers have no knowledge how the former castles looked like, because during the Baroque modernization they were completely rebuilt and medieval rests are visible only in ground plan (e.g. in Chocianów and Luboradz) or in form of Renaissance portals, sgraffito (like in Althann palace Międzyzdroje) or wooden roofs. Sometimes discussed Baroque palaces were enlarged during the 19th and the 20th centuries (e.g. in Szklary Górne (Fig. 1), Chróstnik, Brzezinka (Fig. 3).

Nevertheless, even after those modernizations their Baroque features are still recognizable. In this paper the Baroque palaces are considered to be residential monuments in which forms and decorations are still visible features of Baroque style.  

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3 According to the definition in register of monuments ‘residential buildings’ are palaces and mansions, which are centers of estates; city palaces in residential units; suburban mansions as well as fortified manor houses (residential towers). Besides the residential architecture there are castles. As the article refers to Baroque palaces then the castles are not taken under consideration.  

4 More about the development of residential architecture can be found in books by Kostanty Kalinowski 1970. See also: Wyrzykowska 2010.  

5 Among the most important iconographical sources of Baroque palace in Silesia works of Friedrich Werner should be mentioned (e.g. F.B. Werner, Topographia oder Prodomus Delineati Silesiae Ducatus, t. 1–5, c. 1750–1780) dated from 1750–1780. Alexander Dunker graphics dated from 1830 still show the Baroque palaces before the after changes (Krasków, Chróstnik, ect.)
In many cases the architects of Baroque palaces in Lower Silesia are not known to us. Many modernizations of Baroque palaces are attributed to artists active in Lower Silesia: architect Christoph Hackner born in Jawer (Zmiędród, Brezinka), Italian stucco designers – Andrea, Jacopo Carove (Międzyldzie), Domenico Rossi (Piotrkowice, Luboradz), Johann Blasius Peintner from Carinithia (Szklary Górne, Piszczewy), Martin Frantz Junior born in Reval (Rząśniak, Chocianów, Grodziec and Lomnica,) and his son Karl Martin Frantz (Goszcz). In many cases there can be found analogies between Silesian palaces and residential and municipal architecture in Vienna, Prague or Italy.

As it was mentioned before these palaces were rebuilt during the 19th and the 20th century in many cases in Neobaroque style (like palaces in Szklary Górne, Chróstnik, Goszcz). Some of them were only modernized during following ages (like Grodziec). Majority of them were in possession of these German families until the end of WWII. After WWII these mansions were devastated. The state of preservation of Lower Silesian palaces resulted not so much from the devastation of World War II, but rather from their usage by new owner – the state-owned farms. Some of them had new owners after the political changes of the 1990s.

After the privatization in 1989 some palaces were sold out for symbolic low prices under the condition that they will be rebuilt according the previous forms and some iconographical sources, under the protection of the conservator. Some of the Baroque palaces were rebuilt successfully with preservation of historical forms (like palace in Krasków near Świdnica). Step by step next Baroque residences are in process of rebuilding (recently Goszcz (Fig. 2)).

However, at the same time the rest of them are in process of decay (Rząśniak, Kamionna, Grębocice, Moczyldzina klasztorowa, Parchów, Krzydzłów). In a few years they will disappear.

Nowadays, the majority of Baroque residences, which are modernized, are in private possession. Some contemporary owners of palaces, artistically conscious, have been on their own looking for iconographical sources to reconstruct the palace properly (e.g. the owners of palace in Piszczewie, Gorzanów). These palaces are adopted mostly to living functions without the open access to the public (Grodziec, Chróstnik, Biedrzychowice). Even thought, majority of them is not accessible, there are some exceptions of Baroque palaces, which being in private possession, are occasionally open for tourists (e.g. palace in Piszczewy).

Contemporary usage of the Baroque residences in Lower Silesia

Some of the mansions are adapted to new function. The most suitable function for palace is a hotel. There are two issues considering hotels located in historic monuments, among them Baroque palaces. Some of them were completely devastated and rebuilt. As the result their interiors are mostly modern. There is a problem how to maintain tradition of former owners, because of postwar geopolitical changes. However, the most important artistic value of Baroque residences used as hotels is very important and highly estimated. Rafał Rouba in his book about hotel services in historic residences stresses the importance of historic meaning and beauty of residences, which make hotel service in historic buildings ‘a unique combination of service accommodation and sightseeing tourism, providing not only a safe place, a comfortable bed, a nice meal, but also a touch of history – experienced an unusual, extraordinary; timeless, communing with history and culture of the nation in its various manifestations.’(Rouba 20106). Other researches focus on the long lasting tradition of the place as the important cultural value. Grzegorz Gołembski paid attention to the fact that ‘the activity of people in their places of tourist stay and during the journey from the place of residence, which allows you to learn or experience different ways of life of people in other times ways of reflecting social mores, religious traditions, intellectual thought, cultural heritage and designed to meet human needs, desires and expectations in the field of culture’ (Gołembski 2002, p. 340).

Rouba argues also that ‘Polish term “cultural tourism” seems far too broad in relation to the mansion hotel service and prefers the term “heritage tourism”:’ Translation into English by Małgorzata Wyrzykowska.
It was already stressed in the literature on the subject that the best solution for such hotels located in historic buildings is to create the association of quality hotels. Such a solution has been indicated in many European countries. The best known are: Spanish Network of Paradores including 90 objects\(^7\), Portuguese Pousadas de Portugal with 40 historic hotels, French Châteaux & Hôtels de France with 132 hotels qualified as Les Beaux Hôtels, Casts im Schloss in Germany, Pride of Britain Hotels in England with 36 monuments, Swiss Historic Hotels with 28 objects, Greek networks of hotels in monuments – Les Beaux Hôtels & Hospitality. Polish attempt to create such a group of exclusive hotels located in monuments named ‘Leisure & Heritage – Wypoczynek w Zabytkach’ included 16 monuments from Lower Silesian Voivodeship with only 5 palaces\(^8\).

It would be also very interesting to create and promote the route e.g. among Baroque palaces in Lower Silesia. Such products are developed e.g. in Spain. Also in Poland there are already made such attempts, only to mention these which present mainly residences: Great Heritage route\(^9\) or Eagles Heritage & Pomerania\(^10\).

Regarding residences in Lower Silesia the most interesting and advanced proposal is The Valley of Palaces and Gardens located in the Jelenia Góra Valley. The Valley of Palaces and Gardens is an area of approximately 100 km\(^2\) in the vicinity of Jelenia Góra, between the Orlickie Mountains and the Karkonosze. There are located almost 30 monuments of secular architecture, among them also Baroque palaces with gardens\(^11\). 11 monuments of the Valley of Palaces and Gardens are inscribed on the list the historic monuments under protection of the President of Poland. Among them there is also Baroque palace in Lomnica. Even though the density of hotels is very high, they do not compete among each other, but on the contrary, they prepare complementary offer with activities provided in each hotel, including exhibitions, concerts, etc. There are also made some attempts to inscribe the whole valley into the list of UNESCO World Heritage. As the complementary offer there is a trip around the Valley of Palaces and Gardens.

It would be an interesting idea to create a route of Baroque Palaces in Lower Silesia. Nevertheless, still they are, apart from Jelenia Góra Valley, rather isolated. In majority of them are located hotels. Recently it was closed the hotel located in the most interesting Baroque mansion in Krasków, which was modernized in years 1738–1746 by its owner David Sigismund Seidlitz\(^12\).

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\(^7\) The Paradores are distinguished from other Networks of Historic Hotels because they are in state possession. The hotels are located in secular buildings (palaces, villas, castles), as well as in sacral ones (e.g. cloisters and churches). All information and data after: Ciesielska, Rouba, Stasiak 2006, p. 12–19. See also: Rouba, Krajobrazy, p. 143–171.

\(^8\) In scale of Poland there are 124 monuments belonging to Leisure & Heritage, among them 48 palaces. Ciesielska, Rouba, Stasiak 2006, p. 28, tab. 5.

\(^9\) Great Heritage route presents the most valuable famous Polish monuments, among them palaces (e.g. Łańcut, Krasiczy, Sieniawa, Baranów Sandomierski. See: Ciesielska, Rouba, Stasiak 2006, p. 30.


\(^11\) The list of palaces in the Valley of Palaces and Gardens in the Jelenia Góra Valley includes the following mansions : Bukowcu, Brunowice, Ciepliczach, Czeremy, Dąbrowicy, Janowicach Wielkich, w Jeleniej Górze, w Karpnikach, w Kowarach, w Łomnicy, w Miłkowie, Mysłakowicach, Pakoszowie, Sobieszowie, Stanisławowie Dolnym, Stanisławowie Górnym, Wojanowice, Wojanowie- Bobrowie. All information on: www.dolinapalacow.pl/.

\(^12\) About the Baroque rebuilding is informing us the inscription in portal together with the date.
Cultural tourism as a branded tourism product... (products in Poland)
In 1945 the palace was damaged, in the 1970s the further demolition was made. A few years ago the Baroque was undertaken the restoration of violated, or completely demolished fragments of walls using brick recovered from some fragments of the walls. The project also included the restoration of the whole front while maintaining and stabilizing the existing fragments of plaster. The disposition of the facade of the palace was reconstructed according to the iconographical sources. As a result it has been open to tourists as the permanent ruin. There was constructed a gallery that runs the entire length of the front wall of the interior of the palace at the height of approx. 420 cm above ground level, which serves auxiliary functions.

The design took into account the use of modern techniques of structural strengthening with steel. Gable of the former palace chapel was propped with help of the steel lattice girders. According to the submitted proposal, on the area of ruins of the palace there will be constructed an amphitheater with seats for approx. 450 spectators and the introduction of temporary roof will be prepared for outdoor events, feasts, etc. Additionally, the overlap of the former chapel will be made from transparent materials (polycarbonate) to create an atelier with a dressing room and bathroom for artists. There is also planned to have space for gastronomy.

It seems that the rest of falling palaces, not only Baroque, could be at least preserved in that form. For some palaces in state of ruins are prepared the plans of reconstruction and revitalization like in case of palaces in Kamionna, Rząśnik, Goszcz.

For palace in Kamionna the visualization of computer reconstruction was made in 2004. Two parts are reconstructed – the facade and the west elevation with a fragment of a glazed inner courtyard, reaching the height of the second floor (see: Sienkowska 2015). Block and divisions of elevations refer directly to the pictures of the palace taken in 1935 and the reconstruction prepared by Hans Jung. There is also planned the completely modernize the part of building – the winter orangery in form of a glazed room.

**Conclusions**

It should be acknowledged that monuments belong to the tourist assets. In the assessment of their attractiveness and the usage for the purpose of tourism many factors are taken into account. In addition to the artistic value of the monument, important evaluation criteria are: availability, state of preservation, ambient landscapes, historical significance and contemporary function.

A great number of palaces in Lower Silesia is paradoxically a problem and a challenge for the local authorities and the conservator services. As it was mentioned, the majority of these residences are devastated. The access to these residences is often difficult because in many cases they are located far away from the main centers and main roads. One of problems is to find some owners interested in rebuilding these residences and maintaining them. It is necessary to create facilities to make potential owners interested in such investments. Their state of preservation of Lower Silesian mansions also requires a lot of financial investments to rebuilt them and adopt to the living function. They are quite huge in dimension and sometimes it is difficult to find for them new functions.
Another problem is the shape of rebuilt palaces with respect to the authenticity of the monument, which on the other hand should guarantee for the owners and users the comfortable living conditions. The architectural monument is a witness of its age, reminds us Jacek Czechowicz in his article about dilemmas of authenticity regarding palaces in ruins (Czechowicz 2015, p. 41–57). Its form is the result of once existing requirements and fulfilling defined needs. It seems obvious that nowadays the historic building does not meet defined needs. Czechowicz stresses that perhaps there is a need to take another look at the model of conservator’s action adequate for redefining the position in view of the protection of historic values, with the possibility of considering additional decisions, towards specific objects and circumstances. It seems that with the respect of authenticity of monument and historic structure the mansion should meet expectations of new owners and contemporary users.

In some cases, Baroque palaces are in such state of preservation that they ought to be saved and presented in form of permanent ruin. However, it does mean the need of protection and safeguarding. Such a monument ought to be readable in its preserved structure, consolidate all authentic remains and be visible in its preserved structure, consolidate all authentic remains and be open to the public. It seems the English school of ruins’ maintenance is the good example to follow. The priority is to stop the destruction, to limit the interventions to minimum, secure the crown walls and facilitate the access for tourist.

It seems that baroque residences in Lower Silesia are a great potential for tourism. However, it should be remembered that still this potential is not used and promoted enough when thinking about cultural tourism. In order to develop the offer of residential architecture in the region of cultural tourism we have to work on their state of preservation, availability, historical significance and contemporary function.

Bibliography


Multicultural heritage of Lower Silesia as a basis for ethnic tourism development

Abstract: Nowadays, among the most important reasons to undertake tourist trips there is a will to visit places related to one’s history, family traditions and roots, as well as to the cultural heritage of the tourist’s own nation. Among the travels’ participants there are, on one hand, emigrants or their descendants, who visit the country of their or their ancestors’ origin and, on the other hand, people from countries, which have left traces of family traditions and national cultural heritage outside their contemporary borders as a result of historical events. Opportunities for developing this form of tourism are associated in particular with the regions characterized by multinational or multicultural heritage. Among the most prominent regions of this category in Central Europe, there is Lower Silesia, which was ruled by Silesian Piasts, Czech Luxembourgs, Austrian Habsburgs, Prussian Hohenzollerns, the German Reich and the post-war Poland in its history. Multicultural heritage of Lower Silesia was created over the centuries in spite of turbulent historical events, with contributions from different ethnic and religious communities. The article presents the Lower Silesia’s potential for German, Austrian and Czech sentimental tourism. The possibilities to use it have been included in the strategies of tourism development for Wroclaw.

Key words: multicultural heritage, cultural tourism, ethnic tourism

Nowadays, among the most important reasons to undertake tourist trips there is a will to visit places related to one’s history, family traditions and roots, as well as to explore the cultural heritage of the tourist’s own nation. This type of trips is sometimes described as ethnical or sentimental tourism. Participants of such trips include emigrants or their descendants who want to see the country of their origin on one hand and, on the other – inhabitants of countries whose national cultural heritage or family traditions have left traces outside their modern borders due to various historic events. Development potential of this type of tourism is related especially to regions of characteristically multinational or multicultural heritage. One of the most outstanding regions of Central Europe in this respect is Silesia (Bujcar 2001), which, during its long history, was ruled by Silesian Piasts, Czech Luxembourgs, Austrian Habsburgs, Prussian Hohenzollerns, German Reich and post-war Poland. The 14th century marked the beginning of the process of separation of Lower and Upper Silesia. The multicultural heritage of Lower Silesia has been shaped during centuries, against violent historic events, with contributions from various ethical and religious communities. Jewish settlers had traditions here, especially those related to the period between 13th to 15th century, the Jewish commune in Wroclaw played an important role until Hitler’s rule. After WWII many souvenirs from the former Polish Eastern Borderlands appeared here, brought by people displaced from that region, especially from Lviv.


Major sites in Wroclaw which may be particularly interesting for German tourists include many architectural monuments, museums and almost 200 other monuments.

There are especially many monuments in the quarters of the Old Town and Ostrów Tumski (Cathedral Island). A complex of elegant gothic monuments (including the Town Hall and Cathedral) is among the biggest ones not only in Poland, but in Europe as well. In the category of newer architectural monuments, the Centennial Hall can be mentioned, designed by Max Berg and built in 1912–1913. It is one of the biggest monuments of its type in Europe and one of the first giant structures of reinforced concrete. It has been inscribed in the UNESCO World Heritage List. Other outstanding monuments include the Jewish Cemetery, a culture monument with the tomb of Ferdinand Lassalle. A dozen years ago there was a three-hundredth anniversary of the University of Wroclaw of Austrian origins, established in 1702 as the Jesuit Academia Leopoldina, changed by the Prussian king into Friedrich Wilhelm IV University in 1811. German tourists may be also interested in the Opera House (dating back to the 17th century, renovated significantly in 1997–2006), neo-Gothic Main Railway Station (built in 1855–1857, general renovation took place in 2010–2012), bridges – Grunwaldzki bridge (suspension bridge of original structure, built in 1908–1910) and Zwierzyniecki bridge (built in 1895–1897), Olympic Stadium (its designer Konwiarz was rewarded with the bronze medal at the Olympic Games in Los Angeles for this work), Market Hall (at the site of the former Piaśek Arsenal, the original reinforced concrete structure of 1908), Guerrilla Hill (remains of the former Taschenbastion of the 16th century), pre-war shopping malls Feniks, Kameleon, Renoma, and finally Piwnica Świdnicka (the oldest beer-house in Wroclaw, located in the cellars of the town hall and very popular before WWII).
Fig. 1. Centennial Hall in Wrocław  
Source: photo by author.

M. Łagiewski (1995) argues that promotion of the city of Wrocław should include such outstanding natives as: Angelus Silesius, talented baroque poet of the 17th century, Fridrich Schleiermacher, professor in theology, Carl Gotthard Langhans, architect, one of the earliest and greatest creators of classicism, designer of palaces of Hatzfelds and Wallenberg-Pachala (nowadays: the University Library), Adolph von Menzel, outstanding painter, Johann Gottfried Galle, professor in astronomy, Ferdinand Lassalle, founder and president of the first workers’ party in Germany, Fritz Haber, Nobel-prize winning professor in chemistry, Max Born, professor in physics and Nobel Prize laureate, Edith Stein, philosopher, later Carmelite nun, murdered in Auschwitz, beatified in 1987 and canonised in 1998 (the house of Edith Stein, chapel in St. Michael’s church).

According to A. Jagusiewicz (1991), places and monuments in Lower Silesia which may be interesting for German tourists include historic old-town complexes (Wrocław, as well as Głogów, Jelenia Góra, Kłodzko, Legnica, Nysa, Opole, Świdnica, Ząbkowice Śląskie), town halls (all the mentioned complexes, but also in Brzeg, Kłodzko, Lubań, Łówka Śląska, Oława, Otmurowy, Paczków), city walls (Jawor, Łówka Śląska, Paczków, Ziębice), dozens of sacral objects, castles (many of them ruined), several towns with palace buildings, sites of major battles, as well as spa and tourist localities with German traditions. Currently, the most important ones are the Churches of Peace in Świdnica and Jawor, also included in the UNESCO World Heritage List. Some buildings have been renovated, notably Count Moltke’s palace and manor complex in Krzyżowa/Kreisau, a symbol of German anti-Nazi resistance, the palace of the Field Marshal Gebhard Blücher (winner of many battles, including Kaczawa during the Prussian-French war) in Krobielowice, park and palace complex in Krasków, castle and park complex in Kliczków. Big interest from German tourists may be expected at the Cistercian cloister in Trzebnica, St. Hedwig’s tomb, Hochbergs castle in Książ, abbey complex in Lubiąż, churches of grace in Jelenia Góra, Kamieniec Góra and Milicz, renovated old city of Głogów, unique Wang church in Karpacz or the house of Gerhard Hauptman, Nobel-Prize winning author, in Jagiáltow. Oborniki Śląskie expose the memory of Karl v. Holtei, Silesian poet, actor, famous for his love for Poland. In Warmątówcey Sienkiewiczowskie, an interesting historic event is held, referring to the Prussian Army’s victory over the French in 1813. The event is attended by fans of old-time armoury from many European countries. There is also a growing interest in the site of Lutynia battle of the Silesian wars. Necropolises are another important sites of sentimental tourism. One should mention the cemetery of German soldiers killed in WWII located in Nadolice Wielkie near Wrocław. The burial place is linked to the Park of Peace, third site of this type in Europe.

Fig. 2. Church of Peace in Świdnica and Książ Castle in Wałbrzych  
Source: photo by author.

There is a long tradition of German tourism in the Sudetes, especially in the Karkonosze. Karpacz and Szklarska Poręba have been playing a special part in tourism for a long time. Lower Silesia has spa resorts of a very long history. Cieplice Śląskie and Łądek were mentioned as early as in the 13th century, and in the 16th century Kudowa was a renowned resort, then in the 18th century new spa resorts were established – Duszniki, Jedlina, Świeradów. Due to the relatively short distance and good connections, the Sudetes were an important tourist destination for big German cities, including Berlin. These traditions can be used in sentimental tourism, too.

Referring to the work by M. Wyzykowska (2010) concerning Austrian influence observable in Lower Silesian architecture and art, one may list many monuments with formal and ideological analogies to Austria.
include the University of Wrocław with Aula Leopoldina, the Holy Name of Jesus Church, Electoral Chapel in St. John Cathedral, Holy Trinity Abbey Church of the Brothers Hospitallers of Saint John of God, palace house of the Vienna wholesaler Gottfried Christian Schreyvogel (only the portal is preserved), municipal palace of Heinrich Gottfried Spaetgen (currently Ethnographic Museum), Emperor’s Chamber building, Johann Georg Wolf’s tombstone in St. Elisabeth Church, Arzat’s tombstone in St. Mary Magdalene Church (all those monuments are located in Wrocław), Ducalis Hall in the Cistercian Abbey in Lubiąż, Churches of Grace in Kamienna Góra and Jelenia Góra (evidence of the emperor’s grace), Mausoleum of the Silesian Piasts at St. John Church in Legnica (architecture and sculpture by the imperial artist Rauchmiller), Ritter-Akademie in Legnica (designed by an Italian architect who worked in Austria), Holy Trinity Column in the Cistercian Abbey in Henryków copied from a Vienna column, establishment of St. Joseph’s Sodality in Krzeszów Abbey, Krasków Palace, hunting palace of Wrocław Bishop Franciszek Pfalz von Neuburg, a relative of the Habsburgs, Althans’ palace in Międzylesie, park and garden complexes of Lichtenstein in Opawa, Nostitzes palace in Luboradz. Austrian artists with links to these objects include Johann Bernhard Fischer von Erlach, Joseph Emanuel Fischer von Erlach, Lucas von Hildebrandt, Matthias Steinl, Johann Michael Rottmayer, Christophorus Tausch, Matthias Donner, Johann Blasius Peitner, Hans Jacob Eybelwieser, Matthias Rauchmiller von Rosenbrunn. All these places and monuments may draw attention of Austrian tourists as a sentimental (ethnical) tourism offer.

Fig. 3. Wrocław University, northern Façade
Source: photo by author.

In-coming tourist traffic from the Czech Republic to Lower Silesia should rely on the long-lasting, historically determined political, economic and cultural links between Czechs and Silesians, and Czechs and Lusitzi, as well as on the related historic remains present in Silesia in its current shape: historic urban complexes, monumental churches and castles built by Czech architects, works of lay and sacral art sculpted or painted by Czech artists. From the Polish perspective these relations date back to the times of Mieszko I who married the Czech princess Dobrawa. The links deteriorated when Kazimierz the Great waived his rights to Silesia, but from the citizens’ perspective they have never died out. From mid-14th century and early 15th century, governed by the Luxemburg dynasty (first John, then Charles IV), Lower Silesia experienced its golden age of culture, influenced by the Prague architecture and art, while many Sileans studied in Prague. At that time, Wrocław, founded by the Czech ruler Vratislav, was the second biggest and most important city of the Czech kingdom after Prague and it was one of the major cities of the Central-Eastern Europe. Tracking the traces of Czech culture’s impact on the Medieval Silesia may be a rewarding task for Czech researchers. The Medieval relations are documented by multiple churches of St. Wojciech (Adalbert) in Lower Silesia, as well as churches of two Polish-Czech patrons of St. Stanislaw and St. Wacław, best shown by the churches in Świdnica and Wrocław. Later, too, the links were prominent and they are visible in Baroque architecture and art, so strongly present in Lower Silesian towns (Kłodzko, Łądek Zdrój, Bystrzyca Kłodzka, Chełmsko Śl., Jelenia Góra, Wrocław etc.), and copied from Czech originals. The cult of St. John of Nepomuk, with many statues in Silesia, marks the range of Czech influence. The missionary role of St. Wojciech is underestimated and so are the places related to his presence in Silesia. Similarly, little is known about battle sites of Hussite wars and activities of Czech knights-highwaymen who occupied Silesian castles. There is insufficient knowledge and understanding of the role of Czech monks: Benedictines who built monasteries in Krzeszów and Legnica; Knights of the Cross with the Red Star, who established monastery hospitals in Bolesławiec, Legnica, Świdnica, Wrocław and Kluczbork, as well as the 18th-century activities of Czech reformed convents in Nysa, Głogów, Jawor, Kłodzko, Głubczyce, Namysłów, Wrocław, Legnica, Złotoryja or Racibórz. These towns and Czech heritage located there may draw attention and interest of Czech tourists, if only information about them is more broadly available.

Lower Silesia has also the tangible and cultural heritage of Czech religious emigrants of the 16th and 17th centuries. The settlements of exiles in Karkonosze (Marysin in Szklarska Poręba, Michalowice etc.), further settlements of the Bohemian Brethren at the Sudetes’ foothills (village of Husinec,
established in 1749, currently Gęśnian; as well as Gościcinie established in 1764, formerly Podiebrad near Strzelin) and Silesian Lowlands (settlements of Tabor Wielki and Tabor Mały near Bralina and Syców) make excellent evidence of the process. Until WWII, the population of these settlements maintained its separate national identity. There were also smaller groups of Czechs in Kamienna Góra and Ziębiec.

There is a special role to be played by reactivated pilgrimage traffic to traditional places of Marian devotions (Wambierzyce, Maria Śnieżna, Bardo, Krzeszów) and the cult of St. Anne (St. Anne Mountain). This purpose is served well nowadays by operations undertaken on both sides of the border, such organisation of the Christian Culture Weeks, etc.

The potential development of sentimental tourism in Lower Silesia has been described in the region’s strategic documents. In ‘Strategia rozwoju turystyki na Dolnym Śląsku i Śląsku Opolskim’ (Wyrzykowski et al. 1999) (‘Tourism Development Strategy for Lower Silesia and Opole Region’) sentimental tourism (‘sentiment-motivated trips’) was listed as one of the tourist products of major importance. In their papers about tourism development strategies in Wrocław B. Mikulowski and J. Wyrzykowski (1996a, 1996b) suggested city sight-seeing with sentimental programmes: German or Israeli ones and one for Polish expats. The latest tourism development strategy for Lower Silesia (e.g. Wyrzykowski et al. 2003) involves only brand products. Ethnic tourism is included only within the category of ‘cultural tourism’ defined as a package of tourist products.

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